

March / 1956

THE REPORTER OF
Direct Mail
advertising



Salute To:

THE MAN WHO RODE
A HOBBYHORSE TO
SUCCESS . . .

See Page 14

nobody...

but **nobody**
can duplicate

WRITE FOR FREE COPY OF
1956 CATALOG
JUST OFF THE PRESS!

electronic selection!



This is it! All the mailing list compilers on God's green earth can't duplicate electronic selection! Old fashioned compilation methods are on the way out at Ponton's! IBM electronic list-compiling equipment is on its way — with more coming fast! That's progress! That's eliminating the element of human error!

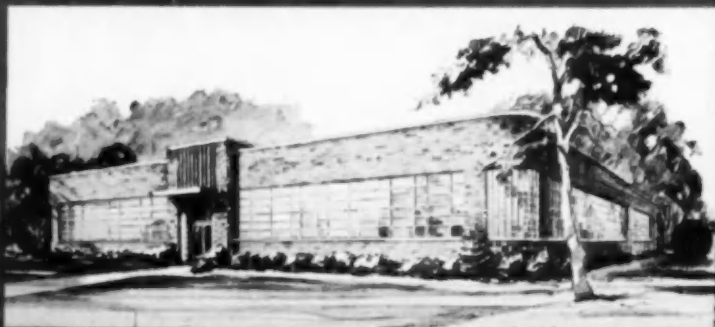
Now—you can avail yourself of a totally new automatic process of mailing list selection and maintenance. Now—unexplored sources of new business can be yours. Wider coverage per list by Ponton makes this possible. And no other mailing list compiler can match this service!

Take advantage of timely progress. It was never before possible with obsolete "hand-picked" list selection. Ponton has combined the quality of its mailing lists with the natural electronic ability of IBM equipment, so that you get better and greater list coverage! Put your finger on the one source of accurate, electronically controlled mailing lists. It's Ponton, naturally!



PONTON

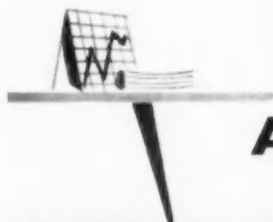
W. S. PONTON, Inc.
Sales office and Production plant
44 Hensack Street, Englewood, N. J.
Phone: ENglewood 4-8200
New York phone-Murray Hill 7-8311
(Direct connection to Englewood)



* **USERS OF IBM EQUIPMENT:** Adapt your facilities to the use of Direct Mail. We shall be glad to show you how. Call or write for particulars.



when it must
speak with
authority...



it should
be on

Atlantic Bond!



Leaders of industry demand a paper that lends importance to the message...makes a good impression. That's why so many depend on **ATLANTIC BOND**.

ATLANTIC BOND is the genuinely watermarked, #1 Sulphite Bond...first in its field in sales...first in performance.

ATLANTIC BOND'S greater bulk and stiffness mean smoother running. Impressions "take" better... look sharper, clearer. And **ATLANTIC BOND** is moisture-controlled for dimensional stability...assuring more accurate register on every run.

Follow the leaders and make every job have that "important" look. **Run it on ATLANTIC.**



Reproduction Department,
U. S. Steel Company



EXCELLENCE
IN FINE PAPERS

Atlantic Papers

ATLANTIC BOND
ATLANTIC DUPLICATOR
ATLANTIC MIMED
ATLANTIC OFFSET
MANIFEST BOND

Products of Eastern Corporation, Bangor, Maine - Manufacturers of Quality Paper and Pulp
Mills at Bangor and Lincoln, Maine - Sales Offices: New York, Boston, Philadelphia, Chicago and Atlanta



BUTLER BROTHERS TIES MAIL 10 TIMES FASTER

"We tie out as many as 100,000 pieces of mail a day . . . and do it 10 times faster than by hand-tying," says Miss K. Bryant, Service Department Supervisor of Butler Brothers, one of the world's largest distributors of general merchandising.

Bunn Tying Machines help move this avalanche of mail—quickly . . . Operators simply place a stack of envelopes on the machine table and step on the treadle . . . in only 1½ seconds it is securely tied.

Every bundle is tied with uniform tightness . . . with minimum amount of twine . . . with a wrap and knot fully approved by Postmasters.

No time is lost in changing from job to job—because Bunn Tying Machines adjust automatically to any size and shape.

BUNN

B. H. BUNN Co., Dept. RD-36
7605 Vincennes Ave.
Chicago 20, Ill.

GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. There is no obligation.



MAIL THIS COUPON NOW

B. H. Bunn Co., Dept. RD-36
7605 Vincennes Ave., Chicago 20, Ill.
Please send me a copy of your free booklet which shows how Bunn Machines can save time and money in my business.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

THE REPORTER OF Direct Mail advertising

224 Seventh Street, Garden City, N. Y.

Pioneer 6-1837

A MAGAZINE DEVOTED EXCLUSIVELY TO CONTACT BY MAIL

Volume 18 Number 11

March, 1956

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The Reporter is independently owned and operated. In addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. \$4.00 of annual dues pays for a subscription.

Please address all mail to: The Reporter of Direct Mail Advertising, 224 Seventh Street, Garden City, New York.

Backed by Experience

George R. Bryant Co.
MAILING LIST BROKERS
75 E. Wacker Drive
Chicago 1, Ill.

96

George R. Bryant Co.
of New York, Inc.
593 Madison Avenue
New York 22, New York

Member of National Council of Mailing List Brokers

Backed by Experience means experience of two kinds . . . as a mailer . . . as a broker. Something each of our contact staff possesses. Means you can depend on recommendations from our "Jack" Maher. For Jack can look back to his 14 years with the book publishing house of Wm. H. Wise & Co. . . . to a 50,000,000 piece-a-year operation. Not a problem he hasn't countered in selecting "outside" lists . . . in renting his house-list to others. Use his experience. You can count on it.

BETTER QUALIFIED TO SERVE



MICHAEL J. "JACK" MAHER



...with these colorful new COLUMBIA ORDER AND REMITTANCE ENVELOPES

Don't leave the crucial "closing" part of the sale to chance! Columbia's appealing order blank and remittance envelopes are helping hundreds of successful companies increase returns. They come in all colors, and Columbia's experienced creative staff helps you obtain exactly the right copy and effect for your product. Test Columbia envelopes on your next mailing. Delivery is fast and the price is right, too—send for samples and prices today!

Complete Creative and Printing Service, Quick Delivery From Stock on All Standard Sizes, Styles, Colors and Textures of Envelopes

SEND COUPON!
— for samples
— for free new
envelope guide



COLUMBIA ENVELOPE CO.
2019 N. Hawthorne St., Melrose Park, Ill.
Please send me
☐ free sample order and remittance envelopes
☐ the new Columbia Envelope Buyers Guide

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

SHORT NOTES DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

☐ **QUITE A FEW COMPANIES** are making good use of the new postal regulation allowing more than one window in envelopes (see Short Note, page 9, December '55 Reporter). One of the first to take advantage of it was Lane Publishing Co., Menlo Park, Calif. . . . with a round die-cut showing part of a colorful circular inside. Mail-Well Envelope Co., 2136 S.E. 7th Ave., Portland 14, Ore., wasted no time promoting the new ruling. Current issue of their publication, **Mailing Methods**, was devoted to a feature on window envelopes. Issue was mailed in an envelope with die-cut advertising window . . . around which printed shutters, flower pots, etc. made it look like a house window. And a recent **Readers Digest** subscription offer was mailed in double window envelopes . . . one window showcasing a 3¢ stamp attached to return card inside. If you've used the new regulation, send us a sample.

☐ **SPEAKING OF ENVELOPES** . . . Atlanta Envelope Co., P.O. 1267, Atlanta 1, Ga., mailed their 1956 AECO Calendars in envelopes printed with this startling message: "MR. POSTMAN—Go Ahead And Bend It If You Must. We'll Send Another One!" Another line on the flap read: "There's An Extra Calendar Available For You On Request." The "go ahead and bend" invitation was either a gimmick to get increased distribution of extra calendars . . . or a smart bit of "psychology" to assure delivery of calendars in perfect shape.

☐ **THE AMERICAN PUBLIC RELATIONS ASSN.** will hold its 12th Annual National Conference on April 4, 5 and 6 . . . at the Hotel Statler, Washington, D. C. Highlights of the meeting will include sessions on PR research, inter-

national PR, and "Your PR Career" sessions . . . directed at college students who are being invited to attend the conference. For information, write to Conference chairman Eric Kalhurst, Suite 1013-1010 Vermont Ave., N.W., Washington, D. C.

☐ **FORTUNE HAS DONE IT!** The Advertising Promotion Dept. of **Fortune** magazine has just produced a sensational 30-page booklet on "How To Build a Mailing List". Edited for industrial advertisers, it outlines the best methods of compiling and maintaining mailing lists . . . and tells procedures



for dealing with the Post Office. Covers use of directories, list renting, testing, etc. Be sure to write Fortune's Merchandising Dept., 9 Rockefeller Pl., N. Y. 20, N. Y. and ask them for a free copy of this booklet.

QUIZ OF THE MONTH

What is a "nixie"? Can you describe not only what it means . . . but tell an interested audience how the term was originated? Give up? Turn to page 39.

Navajo Text and Cover



A fine text paper in clear, natural white with matching cover, for booklets, brochures, and annual reports. . . . A velvet-smooth, receptive surface assures peak press performance and a distinguished printed result. . . . Also, there are twelve distinctive Navajo Cover colors.

Mohawk Paper Mills



SPRINGTIME IN SALEM. AN ETCHING BY SAMUEL CHAMBERLAIN

New Booklet tells...

How to Increase LETTER PULLING POWER



FREE
write for your
personal copy

The effect of a personally typed letter cannot be denied. A typewritten appeal of the right sort, on any worthy product or service, means success. The only question is, how can the cost be held down within the range of the item you are promoting? Auto-typist provides the answer.

How to use individualized Auto-typist letters is thoroughly discussed in the booklet. Proven techniques of letter writing, follow-up and general correspondence are covered, also. Fill out the coupon to receive your copy.

Auto-typist

World's Largest Manufacturer of
Pneumatic Typing Equipment

AMERICAN AUTOMATIC
TYPEWRITER COMPANY

Dept. 23
3123 North Pulaski Road, Chicago 39, Ill.

Gentlemen:
Please send me a copy of "Quantity with Quality through Auto-typist Personalized Letters."

Name _____

Company & Title _____

Address _____

City _____ Zone _____ State _____

SHORT NOTES CONTINUED

☐ **COMMON SENSE IN LETTER WRITING** is a new book now available. We told you in the December, 1955, *Reporter* that it was coming along and we printed a digest of one of the chapters by William H. Butterfield, now executive director of the University of Illinois Foundation, Urbana, Ill. We have had many requests for reprints or for permission to reprint. So Bill Butterfield's new book demands attention... and is valuable for internal training of correspondents. Price is \$2.25 (instead of the advance estimate given in December, *Reporter*). Copies may be obtained from The Interstate Printers & Publishers, Inc., 19 N. Jackson St., Danville, Ill.

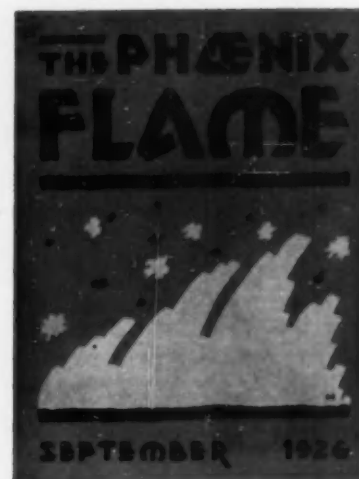


☐ **GOOD IDEA ADOPTED BY FRED BELL** and his wife of Indian Rocks, Florida: They are so busy during Christmastime filling gift orders for fruit that they don't have time to send our Christmas cards. So they wait until all the cards they receive have been read... then send a card of thanks for the remembrance and wishing a prolonged Christmas spirit throughout the year.



☐ **A CLEVER FELLOW OUT WEST** has discovered a unique way of saving postage and/or of getting around one of the screwball postal regulations. This fellow is selling a stationery item which in lots of 100 weigh between ten and twelve ounces. The postal regulations provide that Third Class matter which weighs eight ounces or less can be mailed for 2¢ for the first two ounces and 1¢ for each additional ounce. But when the eight-ounce limit is exceeded even by a fraction, the mailing is classified as Fourth Class and it is priced by the pound or fraction according to zone. Our friend in California found that it would cost him 32¢ to mail one of his 100 units from his plant to New York. So he therefore wraps 50 each in two separate packages for a total postage cost of 12¢... therefore saving 20¢. He places a printed slip in each package telling his customers why he is mailing two separate packages instead of one... since he is saving postage he can sell the product at a lower rate. We heard about it through Rachel Ormsby of Overhead Heaters, 521 Fifth Ave., New York 17, N. Y.

☐ **THE PHOENIX FLAME**, famous house magazine of Phoenix Metal Cap Co., 2444 W. 16 St., Chicago 8, Ill., edited by Harry (Hig) Higdon, has entered its 31st year of publication. January



1956 started a new adventure series with an issue devoted to Alexandre Dumas. After an absence of 15 years, Dale Nichols is back as the illustrator. Hig never seems to run out of ideas.



☐ **BE SURE TO GET** from your local Better Business Bureau the new booklet produced by the Boston Better Business Bureau, Inc. We tipped you off several month ago that it was be-



ing prepared by Manager K. B. Backman's staff. The title is: Facts You Should Know About Earn Money at Home Schemes. In our opinion it is the best presentation yet on these racks-ets which have milked hundreds of

10 BOOKLETS TO HELP YOUR BUSINESS

1 Dogs That Climb Trees by Henry Hake (\$1.00) . . . could be called a textbook for beginners (of any age) in the use of the mails. But it's more like a personal adventure story . . . a sometimes floundering adventure in business . . . showing how one man undertook the job of learning through trial and error the fundamentals of direct mail.

2 How To Get The Right Start In Direct Advertising by Harrie Bell (\$1.50) . . . is the best outline for training untrained beginners in direct mail lore. It contains all the material used by Harrie Bell, Philadelphia printing executive, during the years he taught classes at the Price School of The Poor Richard Club in Philadelphia.

MAIL
THE
COUPON
BELOW

3 How To Think About Direct Mail (\$1.00) . . . is a boiled-down digest of the famous 350,000-word, 24-section training program which originally sold for \$115.00. In five easy-to-read sections, gives basic essentials for the successful use of direct mail. Used by number of colleges. Many business executives have used as a guide for training assistants.

ORDER
ONE
OR
MORE!!

4 How To Think About Letters by Howard Dana Shaw (\$1.00) . . . is a reprint of 13 thought-provoking articles. Unlike most textbooks on the subject . . . it is easy to read and entertaining as well. One of its most important chapters deals exclusively with the controversial subject "The Dangers of Testing".

5 How To Think About Readership (\$1.00) . . . explodes the 2% return myth with 125 case histories proving: a) that returns depend upon purpose and proposition; b) that advertising value of your promotion is just as important as "returns".

OR ORDER
THE
COMPLETE
SET
FOR ONLY
\$12.50

6 How Direct Mail Solves Management Problems (\$1.00) . . . is supplementary to the "Readership" study. Premise is: direct mail isn't worth considering unless it actually solves a specific management, promotion, publicity or sales problem. Study gives formulas showing how to analyze and develop plans. Case histories of successful solutions. Business analysis chart alone is worth more than booklet's price.

7 How To Think About Showmanship In Direct Mail (\$1.00) . . . shows that showmanship is the one element most needed in direct mail—but so misunderstood. What are the basic fundamentals? How can you analyze formats? What are six basic types of showmanship? Final wind-up gives description of the famous Yoon Yun campaign of Union Bag & Paper Co. which contained every element of successful showmanship.

8 How To Think About Mail Order (\$1.00) . . . points out that "Mail Order" is just one kind or type of direct mail—but many of its principles can be applied to other types. Study succeeds in debunking a confusing subject. Gives opinions of a score of competent experts in the field . . . attempting to define: "The real secret of mail order success".

9 How To Think About Production & Mailing by Henry Hake (\$1.00) . . . contains an outline for training production and mailing supervisors . . . and for determining the physical layout of producing and dispatching units. It gives newcomers and old-timers alike an orderly method of thinking about the most complicated phases of direct mail.

10 How To Think About Industrial Direct Mail (\$3.00) . . . is the most ambitious of all Reporter feature studies—took months of surveying theories, opinions and case histories of hundreds of practitioners in industrial advertising. Final analysis groups problems and answers into six understandable divisions. Available in 112-page booklet.

TO: Reporter of DM Adv., Garden City, N. Y.
PLEASE SEND ITEMS CHECKED:

- | | |
|---|---|
| <input type="checkbox"/> 1. Dogs That Climb | <input type="checkbox"/> 6. D.M. Solves Management Problems |
| <input type="checkbox"/> 2. Get The Right Start | <input type="checkbox"/> 7. About Showmanship |
| <input type="checkbox"/> 3. About Direct Mail | <input type="checkbox"/> 8. About Mail Order |
| <input type="checkbox"/> 4. About Letters | <input type="checkbox"/> 9. About Production & Mailing |
| <input type="checkbox"/> 5. About Readership | <input type="checkbox"/> 10. About Industrial D.M. |

Name _____
Company _____ Street _____
City _____ In. _____ State _____



MAC THE MAILMAN SAYS:

Speed Mailings, Save Money

with

EUREKA

DUPLISNAPTM

Saves time!

Saves money!

They're a snap to use!

- Duplisnaps are carbon interleaved. No carbons required! 33 perforated, gummed labels to a sheet. Each label (2 1/4" x 1") is large enough for a four line address.
- Saves hours of typing — 2, 3, 4, 5 or 6 labels can be typed in one operation.
- Labels typewriter-spaced for quick typing.
- Labels perfectly aligned. Once you co-arrange the top edge of a set with the aligning bar on typewriter no further adjusting needed.
- One quick "snap" removes carbons intact . . . no tedious and time-wasting hand separating is needed. No carbon smudges on labels!
- Each sheet in a set is numbered in sequence on bottom tab . . . simplifies sorting into groups which allows successive mailings to be sent out in an orderly sequence.

For complete details send for your free copy of "Speed Your Mailings" with free samples.



EUREKA SPECIALTY PRINTING CO.
556 ELECTRIC ST., SCRANTON 9, PA

SHORT NOTES^{CONTINUED}

thousands of dollars from innocent victims. The booklet itemizes the six major earmarks which are common to most of the racketeering schemes. And it also describes the eleven different types of racketeering promotions. Over the past years, we have had many inquiries or complaints on this subject from direct mail people whose wives, secretaries or friends have been stuck. So get copies of this booklet and keep them in your desk for distribution to friends who inquire. We understand copies are priced at 10¢ each and are available in all local BBB offices.



□ **MULTILITH & DAVIDSON** duplicating machine owners will find a lot of good production tips in a new catalog and price list published by Michael Lith, Inc., 145 W. 45th St., New York 36, N. Y. Titled **Advanced Techniques in Offset, Duplicating Plates and Supplies**, its 48 pages contain a wide range of products for better reproduction. Covers Copy Preparation Aids, Platemaking Supplies and Chemicals, Bindery Aids and Press Accessories.



□ **THIS IS THE TIME OF YEAR** for new list catalogs . . . published by list brokers and other list service companies. Three of the best new catalogs crossing our desk last month were from McGraw-Hill Direct Mail Service (330 W. 42nd St., New York 36, N. Y.); W. S. Ponton, Inc. (44 Honeck St., Englewood, N. J.) and Dunhill International List Co., Inc. (55 E. Washington St., Chicago 2, Ill.). All are crackerjack directories . . . helping to make list selection easier. Of course, there are many other new catalogs available . . . but you can start bringing your list data file up-to-date by writing for these three.



□ **BANKS ARE HAVING A FIELD DAY** . . . with premium offers. Not long ago we reported a campaign by a Long Island bank, offering free books to get new accounts. Since then, many others have flooded the mails with all kinds of premium offers. The Franklin National Bank (with 20 offices throughout Long Island) is currently mailing thousands of self-mailers . . . offering suburbanites a free Eversharp

pen and pencil set for opening a new account. There have been many others . . . indicating that premium offers (by direct mail) must be working well for banks.



□ **FIRST DAY STAMP COVERS** are being packaged as a syndicated mailing piece . . . by Ayer & Streb, 15 S. Ave., Rochester, N. Y. The A-S service includes steel engraved bond envelope



with decorative design symbolizing the commemorative stamp issue, first day of issue stamp and cancellation mark from the city or town where it is issued. Price is 12¢ each on minimum order of 100. Write to A&S for a descriptive folder and sample.



□ **THERE IS AN OUTFIT IN TEXAS** which isn't doing direct mail any good . . . sending out the kind of stuff which makes folks distrust direct mail. A double post card announces that the recipient has been nominated (as an established and successful homemaker) to serve on a 1956 panel of consumer judges. After this tricky and misleading opening the recipient is told that in order to judge a merchandising scheme, she must purchase a set of stainless steel flatware service for a price which is claimed to be much lower than in retail stores. The questions on which judging is made are to be included with the merchandise. Let's continue hoping that this type of deceptive direct mail selling goes out of the picture in 1956.



□ **A COLORFUL PUFF FROM POLK:** Polk Bros. Central Appliance & Furniture Co., 2850 N. Central Ave., Chicago 34, Ill., mailed businessmen a full pack of "Vogue" colored cigarettes . . . to focus their attention on color television. A filled-in letter from Sol Polk told recipients "These colored cigarettes by 'Vogue' represent our invitation to you to have a 'Smoke on Polk', while we take a moment to discuss with you the

challenge and promise of color television". The discussion pointed out color TV's impact on merchandising and advertising . . . leading up to Polk's offer to prepay both freight and installation charges on any set ordered. Complete with an RCA full-color folder enclosure, the package made an interesting promotion.



□ **200 SALES TECHNIQUES** are listed in a handy little folder published by Torgesen & Cutliffe, Inc. (advertising), 31 16th St. N.W., Atlanta 9, Ga. The "techniques" are thought-starters for producing sales ideas. List covers a wide range of elements to use in presenting your company, presenting your product, etc. You can get a copy by writing to the agency at the above address.



□ **PUBLICITY-WISE PRINTERS:** When Bruce Bayne (left) and Leon Leighton, Jr. (right) recently purchased Eastern Colortype Corp. in Clifton, N. J., they didn't settle for the usual ribbon-cutting ceremony. Instead, the publicity-wise duo got surprised Clifton Mayor John Surgent (center) to highlight the hoopla by slicing through a 52" x 76" press sheet . . .



putting the plant at 9 Brighton Rd. "officially in business". Said modest president Leighton: "A ribbon doesn't quite measure up to a printing plant dedication".



□ **GENERAL ELECTRIC** Lamp Div. is swinging a lot of promotion weight behind the popular non-fiction book **How To Decorate And Light Your Home**, published by Coward-McCann, Inc. G.E. donated services of Eugene W. Commery, their residential lighting authority, and recommended past president of the American Institute of Decorators, C. Eugene Stephenson, to co-author the book for consumers. To promote book sales (retail price: \$6.75 per copy) GE mailed letters of recommendation to 1600 retail book

neenah says:

be subtle

demand attention

in your business

letters



by using

old council tree bond

a 100% rag paper by



You pay attention to 100% rag paper when it is used for money, stocks, bonds, policies, diplomas and legal papers. And you can't help but notice a letter when it is typed on 100% rag bond such as Old Council Tree Bond. It subtly commands your attention.



To plan business stationery that will be **PREFERRED**, ask your printer for a free copy of the "Neenah Guide to Preferred Letterheads."

neenah paper company • neenah, wisconsin



Busy people do judge a book by its cover...

Whether they realize it or not, busy people do judge a book by its cover. An attractive cover helps to catch your prospect's eye—helps get him inside your sales literature.

THE BRIGHTER BLUE-WHITE and choice of eight handsome colors of Hammermill Cover provide a sparkling background for promotion pieces—give you a wide choice of ways to spark up your covers. And there's a new bright white, available at slight extra cost, for "special effects" printing.

CLEAN, COLORFUL HAMMERMILL COVER prints as well as it looks. Its firm, uniform surface improves the appearance of both letterpress and offset printing. Strong, virgin fibers give sharp, even embossing. And its high bulk-to-weight ratio gives it important, "heavy" feel.

If you design your booklets for long-time use, Hammermill Cover's extra strength can give them added life. It takes repeated openings and closings without cracking at the fold.

Next time you're preparing a booklet or catalog, ask your printer to show you samples of Hammermill Cover. *And remember, for a cover job, there's no paper like a good cover paper.* The Hammermill Paper Company, Erie, Pa.

**HAMMERMILL
COVER**
BY THE MAKERS OF HAMMERMILL BOND

FOR CATALOGS • BOOKLETS
MENUS • PRICE LISTS • FOLDERS
BROADSIDES • MANUALS

SHORT NOTES CONTINUED

stores and department stores, 900 technical book stores, 1400 public libraries, 1300 college and university libraries and 200 special libraries. In a cooperative mailing with the publisher, GE mailed more than 75,000 order circulars to utilities, electrical contractors, wholesalers, and others involved in light fixture sales. Reason for GE's dip into the book publishing bailiwick is that the book supports their home light-conditioning program.



□ **A POSTAL EDUCATIONAL PLAN FOR ELEMENTARY SCHOOLS** is contained in a 24-page pamphlet issued by the National Assn. of Postmasters. It is a good idea to get young people well acquainted with the postal system. If you would like to see what the Postmasters are doing along this line, send 25¢ to the School Educational Committee, National Assn. of Postmasters, in care of O. F. Hudson, chairman, Heber Springs, Arkansas. Or your local Postmaster might be willing to show you a copy.



□ **"A MILLION WORDS & A MILLION DOLLARS Can Be Wasted—For The Lack Of One Good Merchandising Idea."** We like these words . . . contained in a new booklet explaining the services of Arthur Price Associates, 45 Park Ave., New York 16, N. Y. Price is a Merchandising Counsel with a heavy direct mail background. The story of his accomplishments makes interesting reading . . . proof positive of what sound merchandising programs can accomplish.



□ **ANOTHER NEWSPAPER** is getting on the direct mail bandwagon. Just learned that the **Chicago Sun-Times** has initiated a direct mail program to keep in touch with the retail advertisers (or prospects) in their territory. The advertising department is using the syndicated **Briefed** house magazine published by Lee Tracy and edited by Henry Weiss at 400 Madison Ave., New York 17, N. Y. **Sun-Times** advertising appears on inside front, inside back and back covers. The rest of the 6" x 9", 34-page magazine consists of short

items for the busy executive of significant developments on the selling front digested from forty leading trade magazines. We hope this consistent direct mail effort will be successful for the Chicago Sun-Times.



□ **IF YOU'RE INTERESTED IN COLOR TRANSPARENCIES** . . . write to Estelle Friedman Associates, N. Y., to get on the list for their series of six brochures explaining **The Art of Color Transparency Retouching**. Series will explain the process, showing how clients can see what they're getting before expensive reproductions are made. Friedman Associates also will send a convenient folder for filing the six brochures. Their address is 141 E. 44th St., New York 17, N. Y.

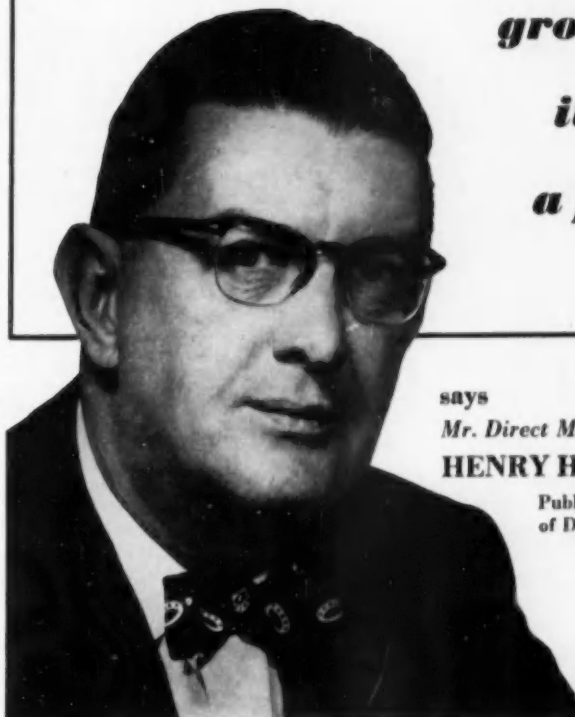


□ **HARSHE-ROTMAN, INC.**, public relations masters at 8 S. Dearborn St., Chicago 3, Ill., has published a beautiful report . . . evaluating their publicity efforts for Martin-Senous Paint Co. Titled **It's The Millions That Count**, the report shows the high level of acceptance M-S gained with mass media editors, feature writers and commentators. Also points out how publicity backed dealers, distributors . . . what it can do for the overall sales effort. Harshe-Rotman really know their stuff . . . and how to sell it by direct mail.



□ **WE HAVE JUST SEEN** the worst sales letter of the year. It was mailed by a chemical company in Missouri offering a very selective list to other companies in non-competing fields. The letter itself was fairly well composed and the various individual copies were either automatically typed or very well filled-in processed letters. However, somebody forgot to read proof and throughout the whole thing most of the "d's" were dropped. Not all of them . . . but most of them. Made one of the most confusing letters we have ever read with sentences such as: "We are confident hunres of thousans of ollars in business can be had from this list and we" etc., etc. The whole thing sounded ridiculous and we suppose the Mr. Buchholz, who signed the letter, is still wondering at his lack of response. Or maybe he received many letters
(Continued on Page 46)

**"I've watched Reply-O-Letter
grow since
it was
a pup!"**



says

**Mr. Direct Mail, himself
HENRY HOKE,**

**Publisher, The Reporter
of Direct Mail Advertising**

"I've known Reply-O since the days when they didn't have the money to even pay for an ad like this. I like the way they do business. I like the way they never tried to get all the market would bear because they had a patent. Their customers, many of whom I know personally, like them, too, and respect their integrity. I consider these folks a credit to the direct mail fraternity.

"Best of all, I like their product. I use it myself to get subscriptions and renewals, and I know it works."

**the
reply-o-letter**



**write for
FREE BOOKLET**

We invite tests of 5,000 to 10,000 Reply-O-Letters from mail users who, when satisfied with the results, can then mail in larger quantities.

The booklet, "IT WAS ANSWERS THEY WANTED" makes good reading for anyone who uses the mails. Send for your free copy today.

**THE REPLY-O PRODUCTS CO.
7 Central Park West
New York 23, N. Y.**

Cover Story . . .

A SALUTE TO:

THE MAN

WHO RODE

A HOBBY HORSE

TO SUCCESS

by H. H.

THIS IS THE STORY of a man who rode a hobbyhorse to success. Because the *horse is celebrating* his tenth anniversary this year, we think *his creator* deserves a cover salute from *The Reporter*. So Frederick E. Gymer of 2123 East Ninth St., Cleveland 15, Ohio, is hereby saluted.

In recent years, there have been many stories printed about Fred Gymer, his fictional parade horse, Joe, and his "Let's Have Better Mottoes Association" . . . but none of them we've seen have given the complete background picture. It makes a rollicking yarn and deserves a place in direct mail annals.

When Fred Gymer walks into a roomful of people, he could easily be mistaken for a Methodist minister or a deacon of some sort. He is that sober looking. But it's the usual off-stage atmosphere of the professional comedian. Most are worrywarts . . . fearing their skill will vanish. Fred is no exception. Before explaining Joe's success, let's do a quick biographical roundup to see what makes Fred click:

Fred was born in Cleveland, Ohio, on what he calls the "wrong side of the tracks" on October 29, 1894, which makes him a comparative youngster in relation to this reporter who arrived just 29 days earlier the same month. We emphasize the age . . . because the question of age had a peculiar influence in the creation of Joe.

Fred was the oldest of seven kids. His father couldn't raise that flock on his \$65-a-month pay so Fred had to leave high school at the end of his first year. He gloomily labels himself as a "self-educated man". Some of his early traits set a pattern for later success. He read everything he could get his hands on after he first heard of an institution called the "public library". One of his first possessions was Bill Nye's *Boomerang*, which gave him the first unconscious glimmer of Joe. His mother bought him a mandolin course . . . but Fred's inherent laziness forced him to give that up because there were too many notes to the measure . . . finally finding the tuba much simpler. From this and other incidents of youthful laziness . . . Fred developed a knack for efficiency methods which made him popular on some of his earlier jobs.

After his one year in high school . . . the future humorist jumped into all sorts of night courses. Played in

orchestras, worked as shipping clerk with a printer-engraver and got his first taste of the graphic arts.

Way back in 1912 he got his first job in a Cleveland advertising agency which had decided to put in a direct mail department. Fred was assistant to the man put in charge. Both knew exactly nothing about the subject and the department folded up within a couple of years. But by 1916, Fred was assistant to the agency's president.

Then came World War 1 . . . which Fred says he won by playing a bass drum in the 112th Engineers' Band. He returned to Fuller & Smith & Ross . . . but after two years decided he wanted experience on the client's side of the fence. By that time he had decided to make advertising his lifelong career.

Between 1920 and 1940 Fred Gymer alternated between agencies and ad departments of clients. He found that in most cases each had a low opinion of the other. During vacations he studied life by playing in circus bands; plain ordinary hoboing; cooking on a canal boat; doing unskilled labor in a dynamite factory, etc.

In 1940 catastrophe struck. A fast-talking associate got him to invest in a shaky manufacturing deal. The sheriff took over in six months and for the first time in his life Fred was out of a job. But not too worried. But then the shock.

On call after call . . . prospective employers told Fred he was "washed up" . . . too old at 44 to be of any use. Most of these "experts" were around 60 themselves and displayed mottoes such as "Nothing takes the place of experience" . . . "Age brings wisdom" . . . "It's what you know that counts".

After seven months of unemployment, conniving employer paid him the princely sum of \$25 a week until he could "demonstrate his worth". After six months of struggle Fred gave up when he found it was a brain-picking stunt worked on other "elderly job hunters".

With World War II on the horizon in 1941 . . . it was easier for older men to get jobs . . . so Fred landed a fairly good one with a manufacturer in Detroit. Many of his still-remaining illusions were shattered with constant bickering over whether to produce a catalog or not . . . and what kind; with the impossibility of seeing the bossman long enough to get okays, etc. He

stuck it out three years and then tried another advertising agency . . . but his job as building superintendent gave him no opportunity to exercise his creative skill.

By 1946 . . . he was fed up with the advertising profession as he had seen it. Especially fed up with employers and clients who displayed mottoes such as "Think" . . . "Smile" or . . . "This is my busy day". One of his former employers had even written his own masterpiece which all the help had to display. It read: "The life of an effective man or woman is a progressive series of demonstrations — worked out according to a definite design in rhythm—and with peaks well timed for climax". Fred, in disgust, displayed on his office wall: "If you can't convince 'em, confuse 'em!" . . . then fed up with sham, he decided to go into the advertising business himself, on his own, alone. He moved back to Cleveland and set up shop . . . with a used desk and chair, a typewriter and no clients.

Fred wanted to advertise himself regularly . . . but how? As a lifelong general advertising man, he naturally considered the general

media . . . but why waste his remaining money on unnecessary circulation? He only had about 300 logical prospects for his hoped for, shameless consulting service. That's when he became sold on the possibility of direct mail. He had to do something unusual. His past distasteful experience with motto-loving employers fell on him like a ton of bricks. Why not kid the pants off the stuffed shirts . . . poking good, clean fun along cynical, sarcastic lines at the so-called virtues of hard work, success, ambition, efficiency, etc?

So the idea of a fictitious "Let's Have Better Mottoes Association" was born. It would be a series of monthly entertainment letters, enclosing a screwball motto of the month. The idea needed a character . . . so out of the dim past of experience a forlorn, weebegotten Joe, the parade horse, appeared on Fred's desk. He may have come from Nye's *Boomerang* or from the countless parades in which Fred followed the horse with his drum or tuba.

The first mailing went out with misgivings. If he had guessed wrong with a flippant, whimsical, non-

business approach . . . the new enterprise was sunk. But it clicked. The first mailing received unexpected publicity and a number of good paying accounts. At the end of the first year (1946) Fred found he had landed \$77 in writing business for every dollar spent on the promotion of Joe and "Let's Have Better Mottoes". He used no other advertising. He made no "cold" sales calls.

In 1947, based on his own experience, he offered the motto idea to others after trademark and copyright registration. Only one fellow took it that year and is still using it. Others followed in the period between 1948 and 1955 . . . until Fred has about 40 firms (including banks, advertising agencies, manufacturers, lettershops and even a cemetery) using his syndicated monthly service of a special letter and motto each month. In March 1955 he resigned his last client account (for writing straight advertising copy) to devote his entire time to Joe and the preparation of the new copy. Some people think it's a snap job which can be dashed off in a couple of hours . . . but with worrying Fred it's a

SOME TYPICAL AND POPULAR GYMER-CREATED MOTTOES:

Accuracy is our watchword—we never make mistakes

Don't be silly—of course, I work here because I like it

Don't talk about yourself; we'll do that when you leave

I spend 8 hours a day here—do you expect me to work, too?

If you can't convince 'em—confuse 'em

If you can't understand it—oppose it

Keep your eye on the ball, your shoulder to the wheel, your ear to the ground—now—try to work in that position

Money isn't everything but it's away ahead of whatever is in second place

Money isn't the best thing in the world. I just happen to like it best

My mind is made up—don't confuse me with facts

No reason for it—just company policy

Of all my wife's relations I like myself the best

Sorry I can't accept a raise. It would put me in a higher bracket

Think! Maybe we can dodge this work

Think! It may be a new experience

This job is more fun than making money

What can you expect of a day that begins with getting up in the morning?

Work fascinates me—I can sit and look at it for hours

You have a perfect right to your opinion—provided it agrees with mine

You're certainly trying—very trying

Your call has climaxed an already dull day

The Boss really isn't God—He just thinks he is.

Cover Story . . .

full-time, serious job of digging up and creating humor.

For those who are as yet unfamiliar with the project . . . we'll reprint here the copy used in the first introductory letter which sets the stage for the monthly follow-ups. They are processed on the letterhead of the individual advertiser and signed by a company official as "Secretary of Let's Have Better Mottoes Association".

Fill-In Salutation:

Most businessmen are tired of those old wall and desk mottoes "Keep smiling" . . . "This is my busy day" . . . "Do it now".

If you are among that group, then welcome to the Let's Have Better Mottoes Association. The association is unusual—no dues, no committees, no meetings, no assessments. It exists only for the purpose of sending a monthly motto to members, and a letter telling what the association has done during the month. The current motto is enclosed.

The monthly mottoes you will get are suitable for wall display or desk top. They ridicule the virtues of hard work, success, ambition and efficiency. They poke fun at situations which arise almost daily in every business. They say what you yourself would say if you had a printing press in your office.

From time to time you may have a good motto of your own. If so, send it in and if yours is selected for monthly distribution you automatically become president of the association for one month. By the way, the Board of Governors of the association frowns on inspirational and uplift mottoes.

As president you are entitled to wear a large badge and a red sash. You will be permitted to ride Joe, the association's parade horse, in the monthly parades of members. Those monthly parades always start and stop at spots where members may rest and refresh themselves.

All the monthly follow-up letters have plenty of space left for names of local people who are to be "credited" with inventing the slogan. For instance, here is a typical example mailed to all those participating in the "Association". (The card enclosed read: "Flattery will get you somewhere—start talking.")

Fill-In Salutation:

Every so often the Let's Have Better Mottoes Association gets behind the 8 ball in some way. Last month a member whose motto was featured as an also ran claims it is the best ever and unless we print it and make him president he will involve each and every member in what is known legally as *res ipso facto*, in *hoc erysipelas* and tail in a sling.

Our association has no money for scuffles in court and you, as a member, have a contingent liability so, the problem will be solved by printing that member's motto, making him president and not mentioning his name. Section 5, clause 12, paragraph B of our by-laws says we may have an anonymous president.

The November parade will be different in that members will not have to march on foot. Joe, our parade horse, has borrowed a flat-bed trailer from C. E. Talbot and this vehicle is being fitted out with benches, hot tea urns, ice cubes and stuff in dark brown bottles. Thus, members may sit in comfort, wave at friends at the curb, dodge ticker tape and bust into song now and then. The parade forms at 8 a.m. on the 19th and later that day, members still in a fighting mood will play Notre Dame.

A quick look through the motto barrel uncovers these contributions:

From Lou Clemens—"How should I know, I only work here?"

From George Gymer—"If you think I'm crazy you should see my brother"

From Henry Jackson—"You're a nice guy personally, BUT"

From Jack Jarvis—"I can't bear you so I'll bore you"

C. E. Nelson's application for membership was turned down because he asked the size of Joe's take-home hay. The offer of the executive vice president of the Society for the Suppression of Long-winded Telephone Calls by Wives and Teen-age Daughters to combine with our association was rejected because he is in favor of collecting monthly dues. We frown on dues.

That's about the end of this particular story . . . the story itself goes on and on.

But Fred Gymer continues to worry. Mostly now about his income tax. He still has a pretty dim view of general advertising . . . but is one hundred percent sold on direct mail. Especially for low-pressure selling.

Probably Fred Gymer never met the late Jack Carr who back around 1920 discovered and/or developed his "Cordial Contacts". His was low-

pressure disguised selling. Just humorous, story-telling letters building up friendly contacts. Jack had just about the same experience to fit him for the humorist role. Behind both efforts . . . the theory (as expressed by Fred Gymer) is: "*Where all legitimate competitors feature the same good service, price and quality, the order goes to company and salesman on friendliest terms with the prospect*".

We suspect that some of Fred's success in promoting Joe can be credited to wife Hilda (married in 1923) with whom he lives quietly in their home when they are not junketing to California, Florida, Chicago, New York or other business areas. Hilda is a rare story-teller in her own right, but can't get Fred to laugh when he's looking off into space and groaning at life in general. They have two sons, 30-year-old Warren who is a draftsman-engineer and 23-year-old Roger, studying for a Ph.D. degree in chemistry at the University of Minnesota. Neither son seems interested in the advertising business . . . or in Joe who has now been modeled in porcelain and papier-mache for display in Fred's office and the offices of his syndicate users.

This cover story is slightly different from those of the past . . . but we thought you'd all be interested in this account of a tenth anniversary and the struggles which brought about an unconventional development in direct mail.

The only moral we can discover is . . . you don't have to be afraid of using humor in your promotion if you use it wisely. But maybe I'd be thrown out of the "association" for even suggesting such a serious thought.

Next time you meet the sober-looking Fred Gymer at a DMAA convention, join us in this salute. You might even get him to smile. ●



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HOW MUCH DO YOU REALLY KNOW ABOUT TESTING?

by William Arkwright Doppler,
Management Consultant



Reporter's Note: Direct mail tests, or rather "reports of tests," have taken considerable panning in the last few years. Especially so in the January 1956 *Reporter*, where most of the experts voiced the opinion that reports of tests were mostly a lot of bologna, etc. Most of us have been guilty at one time or another of passing along worthless information which seemed to prove that one technique was better than another . . . when there wasn't enough difference in results to warrant any conclusions. The trouble is . . . the test reporters, in their enthusiasm, forget that there are such things as mathematical laws. Or they just don't know mathematics period. So we asked our friend, Bill Doppler, to try to explain it in simple terms which would be understandable to the average layman. You'll find the result of his labors here. It may be over the heads of some of you . . . but it's needed for the records. To the fanatical testers and test reporters . . . it may give some much needed new light. If there are any arguments, direct them to Bill and send us a copy.

For those who don't know him . . . William Arkwright Doppler is a Ph. D. and former student of Doctor Einstein. In fact, Bill's grandfather taught mathematics to Einstein. Bill has been all over the world and can talk at the drop of a hat on practically any subject. After a serious bout with TB, which interrupted a successful business career, he became connected with the Tuberculosis & Health Association activities and was New Jersey state director for a number of years. He is now a management consultant . . . and doing very nicely. Even if you are not vitally interested in testing, you should get a kick out of Bill's explanation of the controversial subject.

WHY ALL THE SOUND and fury about testing? So much heat, so little light. Testing is a controversial issue. It need not be. The clashes occur when the practical mind meets the scientific mind. The first head-on collision between the *pragmatist* and the *analyst* happened more than 300 years ago. There is a letter, dated July 29, 1654, written by Pascal to Fermat—the two most distinguished mathematicians of their time—a letter which marks the beginning of what we call today the Calculus of Probability, the branch of mathematics dealing with the calculation of risks. Testing, in direct mail, is calculating risks.

A gambler—the Chevalier de Mere—needed advice. He brought his problem to Pascal for consultation.

de Mere had agreed to play a certain game with another gamester. The deal was he who wins the first 3 points will take the purse. But the game was never finished. It broke off after one player had won 2 points against the other player's 1 point. The problem: How should the purse be divided between the two players? In the history of Probability this problem is known as: The Unfinished Game.

Here it is in modern dress. Let's call the player who has 2 points *Peter*, and the other, who has 1 point *Paul*. Let's say the purse is \$60. How would you divide the purse?

Says Peter: The game, under no circumstances, can drag out for more than 5 rounds. Therefore, on the average, each

round is worth \$12. So far I have won 2 rounds. That gives me \$24. Further, I have twice as many points as you, therefore I am entitled to \$48. Your share should be \$12.

Says Paul: I agree, the average round is worth \$12. Our score is 2 to 1. Therefore, you take \$24 and I take \$12. The \$24 left, we split even. So, you take \$36, and I take \$24.

Says Peter: You are getting too much of the purse. Look, if we had played another round, the one we did not play, I would either have won or lost. Had I won the whole purse is mine. Had I lost, our score would be 2 to 2, and we would divide the purse evenly. Therefore, under all circumstances, I am entitled to \$30; plus one half of the remainder. I want \$45, and you can have \$15.

Says Paul: But we did not play this other round. We stopped when our score was 2 to 1. Therefore, we must divide the purse according to the actual score. You take \$40, I take \$20.

Fermat and Pascal solved the problem and advised M. de Mere accordingly. But M. de Mere, being a practical man did not like the solution any more than some very smart practical men today, who write books and make speeches, like the prescriptions of scientific testing. Listen to what Pascal writes (Aug. 24, 1654) about M. de Mere:

"Je n'a pas le temps de vous envoyer la demonstration d'une difficulte qui etonnoit fort M. de Mere: cars il est tres-bon

In rather free translation it reads: "This Mister de Mere is very smart

Why bring that up? In direct mail we meet with men of extraordinary genius but without understanding or appreciation for the role mathematics can play in making testing scientific, sound and safe. Let M. de Mere be a warning to them. He is not remembered because he

Now, let us see what the mathematics of probability can do with a simple everyday problem. Suppose you obtained through a list broker 5000 names for a test. It does not matter whether the 5000 sample came from a list of 50,000 or 500,000 or 5 million. To say you tested 5 per cent or 10 per cent of the list puts you in a class with M. de Mere, So, don't say it. The actual number mailed is what counts—not the per cent this number represents of the total list. The 5000 sample was the

You mailed the 5000 names. The returns are in. You got a 2 per cent response — 100 orders. Your cost sheet tells you your break-even-point is 75 sales. The list looks good. You are going to make a decision. Let's buy the list and shoot the works. But, before you do, better ask yourself a few questions:

1. Will the list in its entirety stand up? This one you can answer from experience. The answer is no. The returns from the big mailing will not be exactly and precisely the same as from the test. You will either get more or less. Chances are, you may get less.

2. Based on the fact, what can you expect to be the minimum of orders the list will produce with a reasonable degree of confidence in your prediction? This one you can answer only in part by practical experience. It is safer to rely on probabilities. The true practical answer would be: It is anybody's guess. The scientific answer is a definite figure.

3. How much confidence can you place in the test results when applied to the whole list. What is the extent of the gamble involved? What are the odds the list will produce at least the minimum predicted by the testing theory? What are the chances the list will be a dud and fail to produce the minimum you must count on? To answer this one, all your practical experience is of no avail. Yet, there is an answer—probability gives it.

THE LEVEL OF CONFIDENCE:

Before introducing you to the arithmetic of scientific testing you must meet a statistical measure which goes by the name of **LEVEL OF CONFIDENCE**. The mathematician will say, let us calculate our risk at a level of 99/100, or 95/100, or 90/100. What does he mean by that? He means you can bet when you play the game at the 99/100 Level of Confidence, 99 dollars to the other fellows' 1 dollar. You are confident you will win 99 times out of 100 tries. You are willing to gamble that once in a hundred games you may lose. A 99 in a 100 bet is pretty safe, it is, as far as life goes, a sure bet. To bring this talk about the level of confidence down to earth—go to the Five & Ten and buy three dice. Roll them once and count the faces.

You play the game at the level of 99/100—when the three faces add up to any number from 4 to 17. If you throw three snake eyes or three sixes, you lose.



You play the game at the level 95/100—when the three faces add up to any number from 5 to 16. If 3 or 4, 17 or 18 is the sum of the faces, you lose.

You play the game at the level 90/100—when the three faces add up to any number from 6 to 15. If you throw a 3, 4, 5, 16, 17 or 18, as the sum of the faces, you lose.

Roll your dice. There is nothing better than experiment to get the feel for figures. After you have rolled the dice and counted the pips you will gain a real insight of what the **LEVEL OF CONFIDENCE** means to

your mailings. Of course there are lower levels than 90/100, but the gamble is far too risky to bet the price of a large mailing on such meager odds. There are no two ways about it. Anything you do involves a risk. But, you would not think of jumping out of an airplane without a good parachute in the expectation that someone will grab you in mid-air and bring you down to earth safely. Yet, it has happened. Freakish situations are always possible, but they are not probable. You must have faith in something. You must believe luck will deal you 99 in 100 chances to win, even though, there is the one in hundred when you can lose.

Now you are ready for some figures. You cannot hope to acquire the mathematics of probability in one easy lesson. You would have to learn about integration, the Binomial and Poisson distribution, the Normal Curve and many other rather complicated and difficult

things. Just to impress you and mystify you let us write the equation of the Normal Curve; it is a fearsome sight:

$$y = \frac{1}{\sigma\sqrt{2\pi}} \cdot e^{-\frac{(x-\bar{x})^2}{2\sigma^2}}$$

So, don't let's bother with it. Leave the mathematics to the experts. If you are curious, any standard textbook on statistics will tell you more. For your purpose you can use ready-made tables.

Coming back to those important original questions on the opposite page, the Table shown at the right will give you the answers to the questions we posed . . .



chance NOT TO GET LESS than 84.—A 5/100 chance not to drop below 82.—A 1/100 chance not to get less than 77.

The table does not tell you how big a gamble you should take. That is your decision. If you must play it safe use the 99/100 level of confidence to place your bet. If your break even point lets you take a larger calculated risk, play the 90/100 level.

In the example you assumed your breakeven point is 75 sales. The table shows 77 sales at the 99/100 level. You can go ahead with

table, calculated for a sample of 5000, naturally does not show what happens when you use a larger or smaller sample. The table will not help you when you are running a comparison test, comparing one, two or more different pieces of copy or format.

There are many really wonderful statistical methods available to the serious scientific tester. There is the versatile Chi-square summation for testing the significance of differences. There are tests for association, contingency, correlation, time series, ranking methods and the analysis

TEST MAILING TO A SAMPLE OF 5000

RETURN IN PER CENT	RETURN IN NUMBER	99/100 LEVEL	95/100 LEVEL	90/100 LEVEL
.5	25	14	17	18
1.0	50	34	38	39
1.5	75	55	60	62
2.0	100	77	82	84
3.0	150	121	128	130
4.0	200	166	173	176
5.0	250	212	221	227
10.0	500	445	458	466

This table must not be copied or reproduced in any form for publication without written permission from the author.

Your first question, *Will the list stand up?* you have answered. No. Chances are you may get less.

Based on the test, *what can you expect as the minimum* the list will produce with a reasonable degree of confidence in your prediction. The table says, the 2% test which gave you 100 sales can be expected NOT TO DROP BELOW 77 sales at the 99/100 level. You have 99 chances in a 100 the list will produce from 77 up to 100 or even more. You are taking 1 chance in 100 the list may fall below the 77 mark.

At the 95/100 level you may expect from 82 orders up. You are gambling 5 in 100 or 1/20 you may get less than 82. Just how much less? You don't know. It can be anything from zero to 81.

At the 90/100 level you can expect at least 84 orders, maybe more. You are taking a 10/100 gamble your mailing may fall below 84. Comparing the three levels of confidence you can say: I have a 10/100

your mailing. Buy the list, knowing you have a better than 99/100 chance to get the 100 sales from every 5000 names and if worse comes to the worse, there is only 1 chance in 100 to drop below 77.

At the 99/100 level of confidence you are playing an almost sure bet. For most practical purposes, except when substantial investments are at stake, the 95/100 level is the one which gives you sufficient confidence to accept the calculated risk. When you come down to the 90/100 level you begin to take questionable chances. When you drop below the 90/100 level the odds begin to get bad. You are taking long chances and may lose your shirt.

It will be worth your time to study the table, see what happens when the percentage of returns increases or decreases, see what happens when you change from one level of confidence to another. The

of variations and co-variations. All are useful and have a place in the analysis of data. Most require a considerable mathematical armamentarium. When a larger mailer gambles many thousands of dollars on the outcome of tests, he should be willing to pay a few dollars for competent expert consultation to make sure his tests are designed to produce meaningful data than can be applied with a reasonable degree of confidence to his mailing operation. Errors of judgment are costly. We all must take chances, but let the risks we take, be calculated risks. Lest, let it not be said of the executive who is responsible for the result of large mailings, what has been said of the late Chevalier de Mere: He is a man of extraordinary genius, but when it comes to the mathematics of testing he is a total loss. ●

***Editor's Note:** If you have trouble with the "Unfinished Game" or any question on testing, write to Bill. His address is: William A. Doppler, Management Consultant, 51 Madison Ave., Madison 1, N. J.



Lynne's Distinctive Apparel

508 MAIN STREET, Opposite Park Marquette, PEORIA, ILLINOIS

HOW AN "EXCLUSIVE" RETAIL SHOP USES DIRECT MAIL . . . SUCCESSFULLY

by Flavel Shurtleff, President,

Direct Mail Associates, Peoria, Ill.

TODAY, more than ever before, retailers should be investing a larger percentage of their advertising budget in direct mail. This is especially true of exclusive shops carrying more expensive merchandise. However, most any retail store could increase the effectiveness of its overall advertising program by adopting a sound direct mail program. Here is the program we set up for a medium size dress shop handling higher priced clothes.

Our client, Lynne's Distinctive Apparel, caters to customers with the wherewithal to spend from \$40.00 up for winter dresses and at least \$90.00 for suits. By Chicago or New York standards these prices aren't particularly high. But here in Peoria the gal who shows up in a \$60.00 party dress is usually the belle of the country club dance.

When Mrs. Morris Landwirth, owner of Lynne's, retained us to set up a twelve month direct mail program, we first outlined the objectives:

1. To obtain new customers.
2. To increase sales to present customers.
3. To reactivate inactive accounts.
4. Reduce overall advertising expenditures by eliminating all radio and television advertising and reducing newspaper advertising to a minimum.
5. Give active customers advance notice of the two clearance sales.

The second step in setting up the program, compiling the mailing list, is, in my opinion, the most important part of any direct mail program. We started, of course, by bringing up to date the names and addresses of all active and inactive accounts. Each name was carefully

checked and women who only purchased sale merchandise were eliminated from the list. We compiled the prospect names from the following sources:

1. Inactive accounts. Any customer not making a purchase during the twelve months immediately preceding any mailing is considered inactive, and, therefore, treated as a prospect rather than a customer.
2. Club membership lists. We have two country clubs, two downtown clubs and a boat club. Names were checked with the city directory to make certain there was a woman in the family.
3. Names obtained from newspaper society columns.
4. Women living in exclusive neighborhoods.

5. Owners of expensive automobiles.

6. Wives and daughters of professional men and business executives.

7. Girls going away to school.

8. Women attending Lynne's style shows.

The program consisted of eight mailings during the year . . . six letters and two cards. The letters were sent to everyone on both the customer and the prospect lists. The cards went to customers only, giving them advance notice of the sales before they were publicly announced in the newspaper.

The letter mailings were timed to coincide with the six basic fashion seasons. Five of the six were gadget letter, which, by the way, proved to be tremendously popular. We feel the gadgets had a lot to do with the



Flavel & Barbara Shurtleff . . .

Reporter's Note: Here is another newcomer to the pages of The Reporter . . . proving again that we are continuing our search for fresh new talent in the direct mail field. We've been watching Flavel Shurtleff of Direct Mail Associates, 100 North Adams, Peoria, Ill., for some time and his ideas are sound. We were pleased when a campaign conducted by him won a place in the 1955 DMAA contest . . . and when we heard later that the judges seriously considered giving it the top award, even though it was a relatively simple and non-glamorous campaign for a not-large local retailer. We asked Flavel to give us the story behind it in his own words. So this is it! Flavel is a big, husky, cheerful, more-than-six footer . . . but modest about his work . . . and picture shy. The only picture we could uncover was one of his wedding several years ago. (We'll use it, if for no other purpose than to show the inspirational Barbara.)

overall success of the program. All letters, with headline salutations, were sent by First Class mail with adhesive stamp attached. Here is a brief description of each of the letters:

JANUARY: Featuring spring and cruise clothes. This was the lone exception to the gadget format. Simply a straight letter with one enclosure furnished by a dress manufacturer.

MARCH: Featuring Easter and spring clothes. Letter contained a drawing of an Easter bunny with a real cotton puff tail. We used ordinary Johnson & Johnson cotton balls.

APRIL: Featuring summer clothes. (Illustrated). Drawing of a girl wearing sun glasses. Using a regular paper drill we made holes where the lenses appeared. Scotch Tape was attached to the back of the page so the gummy side showed through the holes. When gold glitter was poured on the front of the sheet it stuck to the tape and gave the lenses a gold sparkle effect. The headline was, "There's A Sparkle In Her Eyes . . . NO WONDER—SHE HAS BEEN TO LYNNE'S!!"

JULY: Featuring back-to-school clothes. (Illustrated). Drawing of a girl boarding a train for college. Her dress was die-cut and an actual swatch of dress material was taped to the back so she appeared to be wearing a real dress.

SEPTEMBER: Featuring fall and winter clothes. Drawing of a farm scene with a full harvest moon printed in orange Day-Glo ink.

NOVEMBER: Featuring holiday and resort clothes. Drawing of a Christmas tree with gold ornaments made the same way as the sun glasses used in the April mailing.

For the July clearance sale we used a jumbo card. However, in January we sent a standard government postal card. It was just as effective and saved the client about 25% of the cost. We will stick with the government card in the future.

The program is a simple one based upon sound, proven direct mail principles. During the twelve months it has been in use, Lynne's have increased their active customer list by 67%! In other words, they now have two-thirds more active customers than they had a year ago. This is many times the national average. During this time they completely eliminated all radio and television

April letter, featuring summer clothes. Lenses were drilled with a regular paper drill and Scotch tape was applied to the back so the gummy side showed through the holes. When glitter is poured over the front of the letter it sticks to the tape, making the lenses sparkle like gold. Be sure to fold the letters **BEFORE** applying the tape.

Dress was die cut and actual swatch of dress material was taped to back of sheet so girl appears to be wearing a real dress. Keep the die simple so letter can be put through a folding machine.



Lynne's Distinctive Apparel

308 MAIN STREET, Opposite Park Marquette, PEORIA, ILLINOIS



There's A Sparkle In Her Eyes...

NO WONDER—SHE HAS BEEN TO LYNNE'S!!

For, where but Lynne's will you find summertime fashions by Cole of California? Nowhere, of course, because they are exclusively ours in Peoria.

Swimsuits and cottons you'll long to own. Fabulous creations like a swimsuit by Dior...the first he ever designed. In the new, longer torso line, it can be yours at Lynne's in orange or black.

Cole suits are one piece styles in either cotton or latex. Breathtaking colors like Cole blue, hyacinth, reds and oranges — sand tones, yellows and glittering white.

When you see Cole's dresses you'll wish that summer was here. Colorful prints and tiny checks. Juncks all, some with jackets. Wonderful skirts with beautifully controlled fullness. Completely tubbable...so easy to iron.

But the **FIT IS THE THING** when you wear Cole of California! They are miraculously designed to fit any figure. So cool and comfortable you'll never believe it. Drop in soon and try them on.

We also have a stunning selection of darker travel cottons. Grease resistant finishes in navy, black and charcoal. Many have the smart, new **lenny** look.

Remember, **ONLY** at Lynne's can you see Cole of California. The prices are fine if you are on a budget...dresses begin at only \$16.95...swimsuits from \$10.95.

You can "charge it", of course. Or, like so many of our good customers do, use the convenient lay away.

Cordially,

Pauline Landwirth *P.S.*
Pauline Landwirth
(Mrs. Morris Landwirth)

All spring suits and coats and a group of spring dresses are **now** on sale...reductions of at least one-third!!



Lynne's Distinctive Apparel

308 MAIN STREET, Opposite Park Marquette, PEORIA, ILLINOIS

Vacation is Over August 1st....

Yes - Lynne's will open at noon on the first of August. Be first to have a glimpse of fall...shop early in the season for the best selection.

Back to school? Or back to city life? Both will be more fun with styles from Lynne's.

The new, transitional cottons have stolen the scene. Dresses and suits you will wear NOW through Christmas. Textures and colors equal to wool. Practical and cool...correct as F-A-S-H-I-O-N!!

Buy them now - wear them any season. Smart clothes, dark in tone. Browns in all the shades of pink. Deep greens tempered with a whisper of blue.

If this is your year for an elegant coat, be sure to try on an **Eliniger** 100% cashmere. It is a coat you'll wear with an air of assurance...smart and proper for any occasion.

Here's BIG NEWS for college gals. A wonderful collection of junior styles... campus pretties from New York City. And we have an outstanding group of casual coats designed especially for college wear. This year junior dresses are attractively priced from only \$22.95.

It's hot, I know. Fall seems years away. But our shop is gloriously cool for trying on comfort. For the first feel of autumn, Lynne's is a must. Monday noon, the first of August.

Cordially,

Pauline Landwirth *P.S.*
Pauline Landwirth
(Mrs. Morris Landwirth)

Our college-bound traveler is dressed in a swatch of the new, trans-seasonal cotton.

now is the time...



for all good direct mail envelopes
to come to the aid of the mailer.

Increased mailing costs necessitate
increased returns. Cupples Personalized
envelopes are the answer. Call your
Cupples representative and permit him to
show you how color, design and
embossing can work for you. Our

art department is ready and
able to prepare suggested
ideas for your next
envelope mailing.



Other offices in

WASHINGTON
BOSTON
PHILADELPHIA

S. Cupples
envelope co., inc.

360 Furman Street • Brooklyn 1, New York

TR 5-6285, 6, 7, 8, 9

advertising and reduced their newspaper space by seventy per cent.

Since late last fall the Lynne's program has been available, through our agency, to dress shops in other cities. While contacting and setting up programs for out of town shops, I've talked to dozens of retail store owners about direct mail advertising. I've learned several things of general interest.

First of all, many retailers are today turning to direct mail because of ever increasing newspaper advertising costs. Exclusive stores in medium size cities can no longer afford to buy the whole circulation of a newspaper in order to reach a comparatively small number of potential customers . . . especially when their relatively small ad is usually buried among full and half page department store advertisements.

Secondly, even though these store owners want to use direct mail, they



I'M SOLD ON DIRECT MAIL, BUT I'M JUST TOO BUSY TO GET OUT REGULAR MAILINGS

Of course you are. And you will be even busier after DMA goes to work for you. We will handle every detail of your direct mail program . . . "from the idea to the mailing". But, if you're lazy . . . if you don't want to work harder . . . don't phone 6-2187 because we are in a cut . . . successful direct mail is the only kind we know how to create and produce.

Author Flavel Shurtleff also does a bang-up job selling his own Direct Mail Associates services. The copy block above is part of a current giant post card series sent to Peoria businessmen.

have no idea how to go about setting up an effective program. Unfortunately, most of the smaller general advertising agencies either aren't equipped or aren't interested in handling retail direct mail accounts.

Consequently, to those retailers who recognize the need for a sound direct mail program, I sincerely recommend corresponding with either the Direct Mail Advertising Association, 3 East 57th Street, New York City, or the Mail Advertising Service Association, 18120 James Couzens Highway, Detroit 35, Michigan. Either organization will gladly give you the names and addresses of qualified direct mail agencies or lettershops located in your part of the country. Remember, if you want and need direct mail, seek competent advice . . . select your advertising counsel as carefully as you would select a doctor or lawyer. ●

It's in the news—It's Advertised in...

TIME

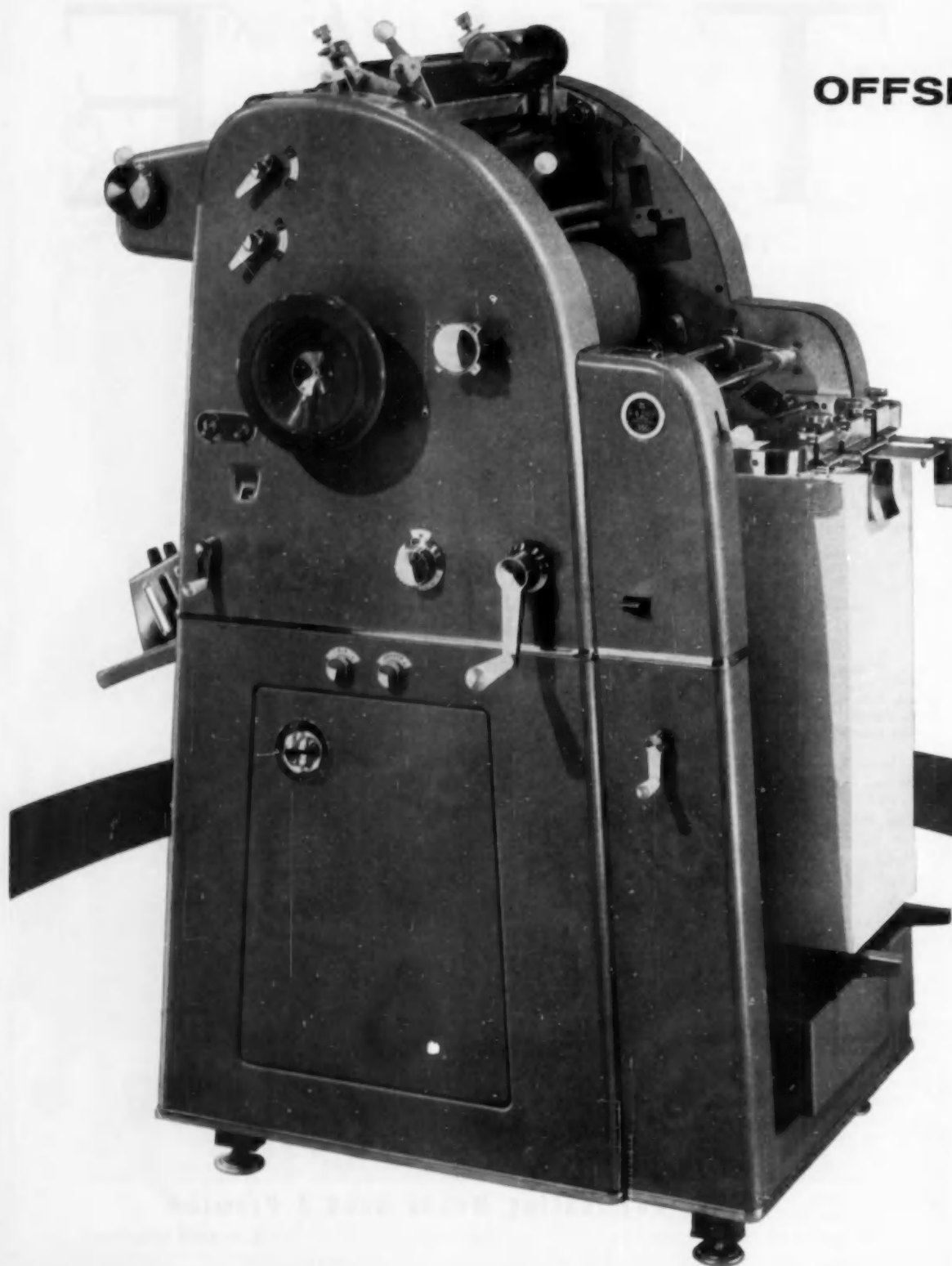
THE WEEKLY NEWSMAGAZINE



Offset Duplicating Makes Good A Promise

A. B. DICK COMPANY

OFFSET



T DUPLICATING GETS THE GREEN LIGHT

- and makes good a promise



When the principles of lithography were first adapted to offset duplicating, there came the promise that half-tone illustrations, ruled forms, typewritten bulletins, systems paperwork, letterheads and other material could all be produced in the office with appreciable savings in time and money.

The A. B. Dick offset duplicator, Model 350, fulfills that promise and gives offset duplicating the green light. Here is a precision machine made to specifications and held to tolerances never before achieved in an offset duplicator.

Now, good copies in black or color can be produced without time-consuming delays.

Now, you can maintain fine copy quality automatically with exclusive AQUAMATIC control.

Now, you can switch from the lightest paper master to a metal plate and from 12-pound paper to Bristol stock without changing cylinder or roller pressures.

Now, there is a feed table that is adjustable for different sizes of paper and card stock in seconds. Duplicating speed is faster than ever before—up to 9000 top quality copies per hour.

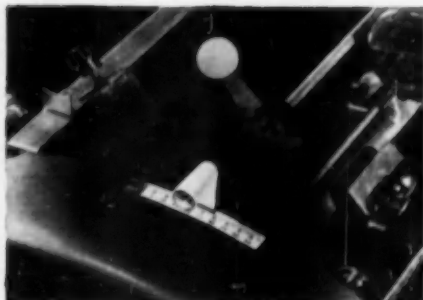
You can see this new offset duplicator in operation at your A. B. Dick Company distributor's showroom. You will find his name listed under Duplicating Machines in the classified section of your phone book. Or write A. B. Dick Company, 5700 Touhy Avenue, Chicago 31, Illinois.



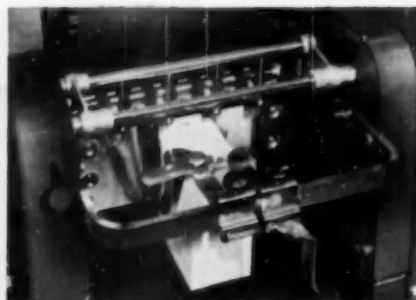
A · B · DICK

THE FIRST NAME IN DUPLICATING

Here Are The Features That Signal A New Era For Offset Duplicating



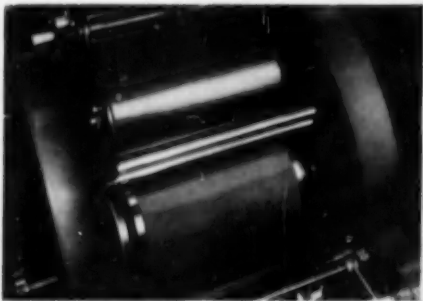
Aquamatic Control One simple control setting meters the exact amount of fountain solution to maintain ink and water balance and assures day after day production of top quality copies. First copies are always good copies without time-consuming make-ready. No molleton covers to buy—or clean or change. Paper lint is easily flushed out of fountain, can't accumulate on ink rollers.



Paper and Card Feed Ten-ream capacity. Easily and quickly set for paper and card stocks from 3 x 5 inches to 11 x 17 inches. Easy-to-read calibrations on feed table match calibrations on receiving tray. Fast action cranks position paper guide rails. No conveyor tapes, separator clips or pull-out rollers to adjust. No need to block off unused suction feet. Simplified hand feeding for "single-sheet" and "master-from-master" work.



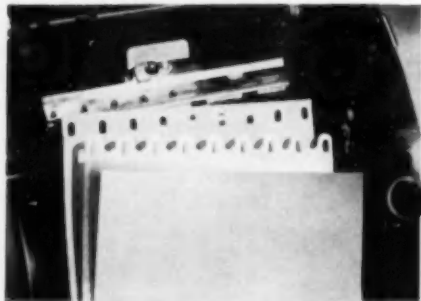
Automatic Blanket Cylinder Action Instantly disengages from master cylinder when paper ceases to feed. Eliminates image build-up on blanket. Insures uniform copy. Simplifies "single-sheet" feeding. Manual control permits operator to contact blanket to master whenever necessary.



Self-Adjusting Cylinders Completely eliminate any need to adjust for differences in master thickness or impression paper weights.



Copy Positioning New, simplified control permits operator to raise or lower copy without tools. No need to clean blanket after each adjustment. Angular and lateral adjustments made quickly, easily and precisely.



Universal Master Clamp Accommodates slotted, serrated and straight-edge masters. Easily replaced with auxiliary clamp for pinbar-punched masters. Locking tail clamp keeps masters from working loose.

and many other "why weren't they thought of before" features

Clearly identified operating controls—Easy-to-read spirit level in water fountain—Reset counter, counts up to 99,999 copies—Air and vacuum controls easily accessible—Variable operating speeds up to 9000 copies per hour—Jogging receiving tray as standard equipment—Easy-to-clean frost green finish.

A. B. DICK COMPANY
5700 Touhy Avenue, Chicago 31, Illinois

Please send me more information about the new A. B. Dick Offset Duplicator, Model 350

Name _____ Position _____

Organization _____

Address _____

City _____ State _____



A · B · DICK
THE FIRST NAME IN DUPLICATING



**mail this coupon
for more
information**

1956

Many Reporter Readers Answered Our January "We Hope For" Feature. Their Letters Show:

ENTHUSIASTIC REACTION!

NATURALLY, an editor likes to receive complimentary letters about an article or a feature issue. We have had many reactions to the January feature containing a roundup of what the experts hoped would happen for direct mail in 1956. A big majority of the letters and calls were slaps on the back but a number of readers took the time to outline some of their own problems. Here is one which gives us all some food for thought:

Your January issue hit the "Jack Pot" again.

I enjoyed all of your 'How to' issues in the last year or two. The ideas I got out of them have increased my income. Have been in direct mail selling of machinery since 1927. Tried all the different colors of return envelopes etc. Find the best rule is to have the right proposition and offer it to people who are interested in that proposition. Selling by mail in my opinion is no different than selling in person. The fellow who makes the most calls using plain horse sense gets the most business. Find I get more business from 2000 third class letters costing me about 6 cents to put into the mail than 1000 first class letters costing 12 cents each.

We do not mention competition. By reading our letters you would think we are the only people who make a do-nut machine. Why advertise your competitor by even admitting that he is in business. We do not think direct mail people should refer to newspapers and magazines as competitors.

We are a 2x4 outfit but we run and pay for one million classified magazine ads every day of the year. These ads cost us about \$700 a month. That is about 2 1/4 cents per 1000. The power of the printing press keeps us in business. We run about 40 to 42 ads every month on a till forbid basis with a circulation of 32,000,000 to 34,000,000 a month. That makes over 1,000,000 a day.

We get an average of 1200 inquiries a month. Every one has asked us to send them our literature. We could not exist without the magazines that carry classified nor the post office department. All I am trying to say is that we believe in both publication advertising and direct mail. We have no salesmen and sell 100% by mail.

The smart boys like D. W. Margulies and Mrs. Miles Kimball get their prospects by publication advertising and sell by mail. I mentioned a concern I thought was small to a friend of mine who uses publication leads and sells by direct mail. He told me they owned three Cadillacs. So I figured a small outfit that can drive three new Cadillacs can't be dumb. Decided that only fellows who drive new Cadillacs should be permitted to either knock or mention newspaper or magazine advertising. This would end the arguments because these fellows are too smart to knock.

You give me the biggest six dollar value every year. If you published 20 magazines as good as the Reporter I would send you \$100 a year and it would still be the best investment I could make every year.

(signed)

Wm. F. Rehbock
Ray Do-Nut Co.
3605 S. 15 Ave.
Minneapolis 1, Minn.

MORE KNOWLEDGE NEEDED

We also liked this reaction to the January hoped-for-roundup from G. H. Youngren, mailing list broker, 1209 Scofield Dr., Glendale 5, Calif.:

Congratulations, Mr. Hoke, on the January Reporter. I think that Section Six (for a better understanding of direct mail) will do us all the most good to remember and follow through on in our work.

Next in importance for the future of direct mail, is the matter discussed in Section Eleven (better education). It seems

to me that suppliers of machinery and paper products could well afford to help promote the educational plans proposed by Lew Kleid, Ramage and Shugart. Maybe someone will be found to spearhead a movement in the field. How about extension courses by several universities with approved resident courses in advertising that include direct mail work? Maybe the direct mail sections could be put in print, as lessons to start with, plus your own booklets as supplementary reading.

HORRIFIC WASTE

The Reporter has frequently complained about sloppy direct mail handling of press releases . . . so we were more than glad to get this reaction to the January 1956 roundup from Fred Weber, sales promotion manager of the Will Corporation (chemicals and laboratory equipment), Rochester 3, N. Y. It deserves study:

I'd like to add something to the "If You Wonder" paragraph on page 10 of your January issue . . .

Something also should be done about the horrific waste of money by both advertisers' public relations departments and the professional P.R. firms some of them employ.

I happen to be on the receiving end for the flood of news releases directed to a strictly local publication received only by a few hundred chemists in the Rochester area and which, because of space limitations, does not print material of this sort. My particular gripe is that the majority of this material is of absolutely no interest to the readers. Included are appointments of new district managers and representatives (with expensive glossy prints) on the Pacific Coast and midwest and just recently, the public relations outfit of a well-known manufacturer of products alien to the laboratory, sent an elaborate brochure containing a number of releases covering the manufacturer's history from inception to now and with a number of prints. The postage alone was 39¢.

Just the other day, a release came in informing all and sundry that some firm had received an award for the design of its advertising book matches.

I happen to know that there are fifty or more publications like our local one and that they all receive these releases. A number of national publications in this technical field do not publish releases either but I'll wager they are all on the receiving list, too.

The time is ripe, I think, for advertisers

TENSION ENVELOPES-TENSION ENVELOPES-TENSION ENVELOPES



"This is a custom job I had made at Tension . . . Their regular models are for letters!"

For high quality . . . jet-fast service . . .
and "down-to-earth" prices: call or write . . .

TENSION ENVELOPE CORPORATION

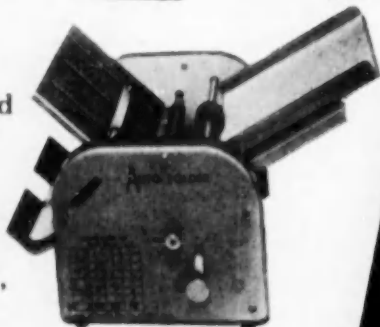
NEW YORK 36, N. Y. • 523 Fifth Avenue
ST. LOUIS 10, MO. • 3001 Southwest Ave.
MINNEAPOLIS 1, MINN. • 129 North 2nd St.

DES MOINES 14, IOWA • 1912 Grand Avenue
KANSAS CITY 8, MO. • 19th & Campbell Sts.
FT. WORTH 12, TEXAS • 5900 East Rosedale

TENSION ENVELOPES-TENSION ENVELOPES-TENSION

ENVELOPES-TENSION ENVELOPES-TENSION ENVELOPES-TENSION ENVELOPES-TENSION

Fully automatic
compact Folder
makes 7 most-used
folds; up to 7,200
pieces per hour!
Easy to operate,
makes **instant**
changes! **Rugged**
Steel construction,
handsome Silver
Grey and chrome
trim. Saves time, m



trim. Saves time, money, desk space

**LOWEST PRICED FULLY AUTOMATIC
FOLDING MACHINE MADE!**

Hand Operated \$89.95. Power Driven \$129.95

MARTIN-YALE, INC.

2100 West Fulton Street, Chicago 12, Illinois

to check on just how their public relations dollars are being spent.

MAIL ORDER MATHEMATICS

In the January feature we also asked readers in doubt to question the quoted experts. One reader questioned Bus Reed who was quoted under "What hurts direct mail the worst?" as saying: "Trying to sell a \$1 item with a letter, circular, return card."

The questioner was puzzled. He wanted to know . . . "what's wrong with trying to sell a \$1 item with the material you mention?"

The old-timers know, but we think it's worth reprinting for the sake of the newcomers, part of Bus Reed's intelligent answer. All newcomers who hope to get rich in mail order please note:

Quote: The reason you can't sell a \$1 item in these days with a letter, circular, and return card combination is easily explained by plain old grammar school arithmetic. The cost of putting a letter, printed circular and return card in the mail involves the mailing envelope, the addressing, printing of the circular, printing of the letter, enclosing, tying, labeling (for third class bulk mail), and costs anywhere from \$50 to \$100 a thousand, depending upon the type of printing used, paper, etc.

To begin with, you've got an original cost of \$15 a thousand for postage, and another \$15 for the mailing list which makes up \$30 of that cost. Say you're selling a \$1 item which costs you 30¢. You have a 70¢ spread or profit on each order. That's gross. Of course, you have to mail the item to the buyer which entails some cost.

But let's take this 70¢ gross figure. In order to break even on, say the \$100 it costs you to get the 1,000 pieces in the mail, you've got to sell 142 of the items. And 142 is 14.2% return. It can't be done. Even if your mailings only cost you \$50 a thousand, you still have to pull over 7% return. And that can't be done. You'll find the average pull is nearer 2% or in the extreme cases, 3%.

Simple arithmetic. And overlooking the arithmetic of the proposition is what makes so many failures among new mail order operators who get into the business hoping to get rich. **Unquote.** ●

Here's the latest news about . . .

The Postal Situation

MANY people in direct mail circles are concerned about the postal situation . . . whether we are going to have increased rates or not. Most of the forecasters, including Kiplinger, prophecy that Congress will not make an unpopular move during an election year. But the drums are being beaten.

On February 1, President Eisenhower sent to Congress a letter asking Congress to give earnest attention to a report submitted by the Postmaster General. We have read that report carefully and it is filled with inaccuracies. The PMG still refuses to admit that a large part of the "deficit" he is talking about is caused by the free service furnished by the Post Office as a part of governmental operation. Mr. Summerfield still claims that the Post Office should be self-supporting. But if his premise is correct then the Departments of Agriculture, Commerce, Labor, Health & Welfare, etc., should find some way to raise money other than taxes so they wouldn't be running at a deficit.

These statements of the PMG, backed up by the President, are supplying grist for the mill in the newspaper campaign against "junk mail" (which is their terminology for Third Class mail). We have been getting clippings from all around the country and it is clearly evident that there is a definite combined campaign to discredit direct mail.

One editor wound up his discussion with the following paragraph: "There is no reason why advertisers should not use the mails. But there is no reason, either, why taxpayers should subsidize them. We hope Congress raises the Third Class rate to the point at which it would pay for itself. We might still get junk mail, but at least we wouldn't be paying part of the cost of its delivery." No wonder the public is confused. The editorialist carefully avoids mentioning that his newspapers and all publications enjoy a

subsidy from the government which causes the largest part of the "deficit" publicized by the PMG.

Another editor in Allentown, Pa., is campaigning against an increase in First Class mail. He winds up his argument with the following paragraph: "A letter mail increase would be particularly galing, since the additional revenue could be used to help finance the distribution of 'nuisance' mail which is a burden on the Post Office Department and is handled at a loss now and, even with the proposed 30 percent increase in Third Class mail rates, probably still would pay its own way." Again the same old trick of howling against a so-called competing medium by refusing to recognize that these same printed words are going out under a postage rate many times lower than Third Class mail but enjoying a preferred treatment just about equivalent to First Class.

Particularly dangerous are some of the statements attributed to members of the Post Office staff in congressional hearings. They do not specifically refer to Third Class as "junk" but the questions are worded in that manner. That is the way the newspapers picked up an appearance of Asst. PMG Norman Abrams. He admitted on questioning that the situation "is outrageous". But the question had dealt with the increase in the use of "junk mail".

The newspaper campaign against Third Class was further bolstered by the ridiculous bill (H.R. 8301) introduced by Congressman Burr Harrison of Virginia. The Virginia legislator wants to eliminate Third Class mail entirely and charge all advertising matter First Class postage. We doubt if any serious consideration would be given to such a bill but we wonder what some of the large national advertisers would have to say if the newspapers try to support such an action. For instance, we were interested in an item which appeared in the January issue of *In Transit*,

There's only
One
**DICKIE-
RAYMOND**

DIRECT ADVERTISING
and
SALES PROMOTION

for 35 Years

*Planning
Writing
Production*



470 ATLANTIC AVENUE
BOSTON

225 PARK AVENUE
NEW YORK

Over 1,000 Shop Owners Know



that, as an aid in the creation and production of direct mail, MASA International is invaluable.

Join these, 1,000 progressive commercial duplicators in promoting your industry.

A letter now will bring you a full description of membership services. . . .

Write:

**MAIL ADVERTISING
SERVICE ASSOCIATION**

18120 James Couzens Highway
Detroit 35, Michigan

**WE COLLECT
MAIL-ORDER
ACCOUNTS**

For such concerns as you see listed below—many of whom have used our service for 25 years or longer.

The method—kindly but firm—putting on pressure as the system progresses—getting results where others fail!

The cost—straight commission basis—No Collection—No Charge!

We'll be glad to send you the facts—and they'll prove interesting.

ARROW SERVICE

271 State Street

Schenectady 5, N. Y.

—Among Those We Serve—

Atlantic Advertising Co., Inc. •
Miles Kimball • Hammond Map
Co. • System Bible Co. • C. V.
Mosby Co. • Robert James Co.

Elliott

ADDRESSING MACHINES

offer you the only competition you can find in the Addressing Machine industry.

Consult your yellow telephone book or write to The Elliott Addressing Machine Co., 127 Albany St., Cambridge, 39, Mass.

Bish Thompson

Little fable, here, from Margaret Miller who frequently takes a moment from her wife's mother career to favor us with a note. It's about a mailman she knows. Goes like this:

"When he was a kid his dream was to go through high school so he could qualify as a mailman. You know, the Civil Service exam and all. Well, he was poor and finishing school was a pretty tough assignment, economically speaking. So he got a job in late afternoons and on Saturdays delivering handbills. The meagre earnings from this saw him through high school.



BISH THOMPSON

"You've guessed it, this is one of those success stories. He made it. Passed his Civil Service exam, got his uniform and became a full-fledged mailman, just as he had dreamed of being.

"And what is he doing now?

"Delivering handbills!"

Moral: Post Office Department shouldn't ought to raise price of first-class mail stamps because it is losing money on junk-mail delivery. If a piece of mail isn't worth the cost of delivering it, it can't be of much value to either sender or receiver.

Three alternatives, as I see it are available: (1) Increase postage on handbills-by-mail to where they at least pay their own way, (2) Hire boys to deliver them at so much a hundred or (3—and best of all), publish the information in the newspaper. I understand space is for sale.

LOW GRADE HUMOR AND LOGIC . . . appeared in the Evansville (Ind.) Press on Tuesday, Feb. 14. It aroused the ire of direct mail people in that area, especially Ralph Curtis of Keller-Crescent, who rushed it to us and asked for Post Office Cost Ascertainment figures on the difference in rates between Second and Third Class mail, just released for fiscal 1955 (see page 33). Thompson's is one of the first examples of a newspaper attack in which the writer blatantly suggests that it is better to publish an advertisement in the newspaper. His logic breaks down with the silly statement: "If a piece of mail isn't worth the cost of delivering it, it can't be of much value to either sender or receiver." That logic also applies to a piece of mail called "newspaper".

POSTAL SITUATION . . .

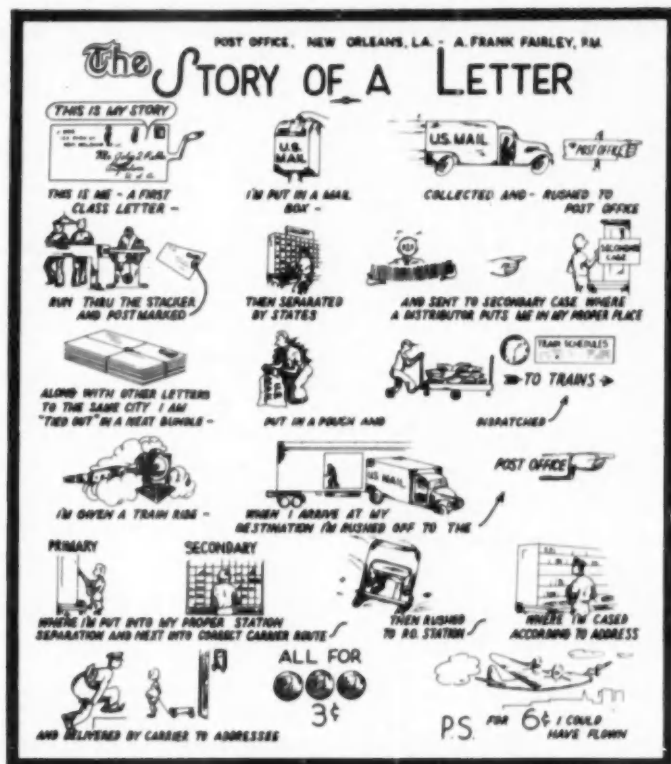
(Continued from page 29)

always good house magazine of Atlanta Envelope Co., P. O. Box 1267, Atlanta 1, Ga. Here it is:

Chevrolet will mail out another staggering 100 million pieces of advertising, same as 1955 Dodge's direct mail will be up 40% to 50%. Ford's will climb about 30%. DeSoto, using a mailing list of 2 million, will be doubling its direct mail flow.

Buick has scheduled the mailing of 21 million pieces in the first quarter of 1956, or 27% more than in the same period of 1955. Generally speaking, the increases in other advertising media don't range as high as those planned for TV and direct mail.

All the companies mentioned in that item are large advertisers in both newspapers and magazines and yet they consider direct mail as a necessary part of their merchandis-



TOP-GRADE PICTURE STORY . . . from the January 1956 issue of Postal Service News (now in Vol. 2, No. 1), a monthly house magazine for postal employees (edited by the staff of former DMAA president, Rohe Walter, now public relations assistant to the Postmaster General). O. E. Gregory of the New Orleans Post Office developed the idea for explaining the postal service. A fellow worker, Stewart Armstutz, made the drawing. Has been used by postal training schools . . . and several newspapers have reprinted it. Eliminate the first EIGHT time-consuming steps and you have the story of Third Class mail. That's why Third Class deserves a lower rate. Plus the fact that the last five steps on Third Class are slowly handled after all First and Second Class matter has been handled.

ing plan. Would astute Congressman Harrison like to prevent these companies from doing business in this manner? We are wondering who wrote the bill for Congressman Harrison. How was it planted?

Harry Maginnis of the Associated Third Class Mail Users, in his always good bulletin, reports that many Congressmen are receiving complaints from constituents about the Post Office "deficit" and demanding that "junk mail" be terminated or soaked extra cost of postage.

These complaints seem to prove that the "junk mail" campaign carried on in the newspapers has affected many minds which do not know the true facts.

Direct mail is facing right now an attack which uses the techniques proved so successful (for a time) by Hitler's propagandists. Tell a big lie. Keep on repeating it time after time without respect for facts. Coin slogans or phrases (such as "deficit," "junk mail," "burden on the Post Office," etc.) and gradually people

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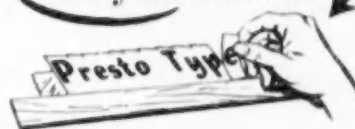


P. S. A copy of "The Art and Technique of Photo Engraving" will aid you with your production problems. Send \$2.00

HORAN ENGRAVING CO., INC.

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Branch Off.: Newark, N. J., Allentown, Pa.

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Showing
130 Type Faces



PRESTO PROCESS CO.

243 N. WATER STREET
ROCHESTER, N. Y.

Please send me your mailing list recommendations FREE OF CHARGE.

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COMPANY _____

ADDRESS _____

BE SURE TO ENCLOSE YOUR MAILING PIECE OR DESCRIPTION OF YOUR OFFER

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 CHARTER MEMBER: National Council of Mailing List Brokers

SEND THIS COUPON! It will bring you complete **FREE** details about the many excellent new lists of mail order buyers we can supply for **YOUR** next mailing.

Ours is a national service, used and relied on by many of the most successful mailers (large and small) in all parts of the country. They know, from experience, that we can obtain the kind of lists that are ideally suited to their needs.

Chances are we have the **BEST** lists for your needs, yet they'll cost no more than ordinary lists. Our recommendation service is **FREE**. Simply send the coupon.

ARE YOU LOOKING FOR:

1. Good direct mail training material?
2. Sound ideas and theories of experts?
3. A single source of direct mail knowledge covering industrial, mail order, showmanship, production and other problems?

**You Can Find Them
On Page 9**



WRITE FOR FREE PORTFOLIO

of samples of booklets, folders, letterheads and similar pieces which I have written and designed, by mail, for firms in all parts of the country from Maine to California.

RAYMOND LUFKIN

Advertising Plans, Copy and Design direct to your desk, by mail, from my studio at home.
 124 West Clinton Avenue, Tenafly, New Jersey

FISCAL 1955 FIGURES SHOW POSTAL TRUTH

On the opposite page are the new figures from the just-released Cost Ascertainment Report of the Post Office Department for fiscal 1955. In the Feb., 1955 Reporter (pages 23 to 28) we analyzed the PMG's Bill for boosting postage rates, and gave you an analysis of the four classes of mail revenue for each, total pieces mailed, weight in lbs.). Now, compare this new Cost Ascertainment Report with the Feb. figures. You'll see that daily newspapers (violent in their direct mail attacks) are actually mailing more pieces than general magazines, and enjoy a rate of about 2c per lb. compared with 29.6c per lb. for 3rd Class and \$1.18 per lb. for First Class. Study the figures carefully . . . they make good ammunition for answering local attacks and writing to Congressional representatives.

SPECIAL LATE BULLETIN!

(Received Just As This Issue Went To Press)

WASHINGTON, D. C., March 1—Meeting in executive session here today, the House Post Office Committee voted to begin official hearings on the Thomas Murray Bill (H.R. 9228), a bill to "readjust postal rates, establish a committee, and for other purposes".

Hearings will begin on Tuesday, March 13, at which time the Committee will listen to government witnesses. After Easter recess, the Committee will reconvene to hear public witnesses.

will begin to accept these words and phrases as fact.

The Bureau of Advertising of the Newspaper Publishers Assn. is girding their building—budget loins for an all-out attack on TV advertising.

Harold Barnes of the Newspaper's Bureau of Advertising should be old enough to know better. Maybe it might be a good idea for the TV and direct mail forces to join hands and budgets (even though limited) to offset the newspaper attacks.

We also wish that somebody could induce Roy Howard of Scripps-Howard Newspapers to get his reporters to at least tell the truth. A recent syndicated "junk mail" attack written by Jack Steele of the Washington S-H office makes this glaring misstatement of fact: He says that occupant-addressed mail must be sorted . . . thus causing the Post Office more money. Not true, because the bulk mailers sort and bundle all their mail.

None of us know when this battle will end or what the result will be. We can only repeat again the hope that many of you large advertisers will write to your local newspapers in rebuttal to their false statements and that you will also write to your own Congressman, trying to straighten out postal thinking. ●

Of course you can do it yourself . . .

But what of the cost?

Some executives, when the idea of independent sales promotion counsel is first proposed, reply "We do all that ourselves!" But—

Have you weighed all the hidden inside costs against the positive benefits you gain from employing Ahrend?

Let's look at the balance sheet.

Inside

- Takes time from other urgent duties
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- Possible lack of experience or knowledge of direct advertising techniques to achieve top results
- Excessive salary costs for good direct mail men

Ahrend

- Saves you time, effort
- Analyzes your sales objectives
- Plans and executes program to meet and surpass your goals
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- New fresh approach to problems

Employ experienced sales promotion counsel now. Call or write

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254 West 54th Street, N. Y. 19, New York

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Class of Mail Matter	Revenue	Percent	Planes	Percent	Weight	Percent	Average Revenue per Piece	Average Revenue per Pound	Average Weight per Piece
	1	2	3	4	5	6	7	8	9
DOMESTIC					Pounds		Cents	Cents	Ounces
First Class:									
Letters and Sealed Parcels - Nonlocal	\$807 282 058	25.578	16 750 576 625	30.327	563 923 702	5.200	3.625	127.659	5.19
Letters and Sealed Parcels - Local delivery	279 908 325	11.790	8 678 253 678	15.712	221 757 781	2.045	3.125	126.213	6.09
Government Postal Cards - Nonlocal	23 514 988	.990	1 175 749 461	2.129	6 409 536	.059	2.000	166.575	.087
Government Postal Cards - Local delivery	18 882 026	.795	966 101 307	1.709	5 146 356	.047	2.000	180.066	.087
Private Mailing Post Cards - Nonlocal	14 286 397	.602	714 119 865	1.293	4 395 307	.041	2.000	125.018	.088
Private Mailing Post Cards - Local delivery	8 966 726	.376	468 136 276	.812	2 730 519	.025	2.000	128.389	.087
Total Originating First Class	952 860 521	40.133	28 711 337 012	51.962	806 361 197	7.447	3.119	110.459	.468
Free from Armed Forces			2 002 713	.004	57 668	.001			.002
Total First Class	952 860 521	40.133	28 713 339 725	51.966	806 419 065	7.448	3.118	110.451	.468
Domestic Air Mail:									
Letters	96 575 267	4.151	1 399 600 455	2.536	48 229 275	.445	7.000	206.389	.551
Government Postal Cards	617 660	.026	10 661 037	.019	57 038	-	4.000	636.998	.100
Private Mailing Post Cards	284 630	.012	7 135 716	.013	44 663	-	4.000	636.998	.100
Air Parcel Post	29 948 006	1.263	30 796 616	.038	35 685 067	.329	144.190	36.026	27.457
Total Originating Air Mail	129 261 561	5.444	1 437 752 032	2.604	84 016 043	.774	8.991	153.053	.935
Free from Armed Forces			29 730 100	.054	758 596	.007			.008
Total Air Mail	129 261 561	5.444	1 467 482 132	2.658	84 774 637	.781	8.908	152.477	.934
Second Class:									
Exempt from some rates	4 529 726	.191	1 379 636 486	2.495	259 872 087	2.386	.108	1.743	3.046
Publications - 5¢ or less advertising	1 579 624	.067	327 631 272	.593	70 837 399	.651	.482	2.236	3.609
Daily newspapers	14 707 576	.619	1 890 506 273	3.350	706 983 537	6.561	1.195	2.688	6.099
Newspapers other than dailies	2 392 677	.101	937 849 973	1.716	165 866 116	1.365	.086	1.860	2.786
Magazines and periodicals of general interest	28 222 509	1.189	1 446 021 980	2.618	1 116 952 156	10.299	1.952	2.527	12.358
Agriculture, Business, Professional, etc.	6 865 973	.289	777 808 921	1.386	213 739 000	2.117	.911	2.963	5.035
Religious, Educational, Welfare	706 755	.029	68 070 423	.123	8 476 327	.078	.303	2.828	1.992
Exempt Classroom Publications	386 320	.016	18 516 059	.030	23 531 506	.199	1.003	1.796	8.766
Total Publishers' Second Class	58 889 000	2.481	6 685 819 285	12.104	2 559 956 326	23.806	.881	2.300	6.128
Transmit	2 769 678	.117	53 983 865	.098	22 391 896	.206	5.111	12.369	6.837
Postage on Transmits, Post 3579	829 438	.035							
Application Fee	96 013	.004							
Total Second Class	62 582 129	2.637	6 739 803 150	12.202	2 582 368 222	23.812	.929	2.473	6.180
Controlled Circulation Publications	4 718 830	.201	85 261 771	.154	14 472 635	.130	5.805	10.746	8.368
Third Class:									
Piece and Pound Rate	262 269 126	11.067	15 069 722 066	27.267	892 015 329	8.206	1.763	29.402	.968
Bulk Mailing Fee	2 321 584	.098							
Total Third Class	264 590 710	11.165	15 069 722 066	27.267	892 015 329	8.206	1.758	29.402	.968
Fourth Class:									
Zone rate parcels (except catalogs)	54 509 267	23.119	946 220 166	1.717	5 182 815 065	49.997	57.887	10.126	91.686
Catalogs (Postal Manual 135.13)	17 085 501	.705	106 196 873	.189	213 466 905	1.966	16.973	8.297	12.713
Books (Postal Manual 175.16)	19 081 745	.806	77 207 083	.140	383 368 662	3.551	26.718	5.750	35.199
Library Books (Postal Manual 135.15)	565 999	.024	5 828 357	.010	14 821 406	.137	9.714	1.825	95.951
Matter for Blind at 1 cent per pound	16 485	.001	97 327		1 403 720	.013	16.883	1.034	230.680
Total Fourth Class	586 265 297	24.653	1 135 549 836	2.056	6 016 555 156	59.668	51.627	9.715	89.087



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FREE SAMPLES

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HURRY! Get generous free samples of these famous tone and money-saving art aids. Wonderful for offset. Just clip and paste. Ready for instant use. Surprisingly inexpensive. Write on your letterhead.

HARRY VOLN JR. ART STUDIO
Pleasantville 24, New Jersey

Some Questions and Answers On The New Combination Mail Service

Most of you know by this time that the experimental combination mailing regulation which was first introduced on November 28, 1955, was made permanent by the Post Office Department on February 1. It is claimed that the first 60 days of experimental handling proved that the idea was successful even though some of the parcel post mailers were a little bit worried about it at first.

In order to clarify the air, we are giving you here the pertinent questions and answers about the new regulation which appeared in the *Postal Service News* for February 1956. The PSN is now in Vol. 2, No. 2. It is an internal house magazine for postal employees and, as we have previously reported, it is a darn fine job. It's being handled under the direction of former DMAA president, Rohe Walter, now special press assistant to the Postmaster General. It is always a pleasure to be able to pat the Post Office on the back for a job well done. So read the questions and answers carefully:

Q. Why is the new service called "Combination"?

A. Because, for the first time in United States Postal history, a letter may be mailed at the letter postage rate inside a package or publication.

Q. What must the mailer do to make use of the new service?

A. The mailer must indicate the presence of a letter or message inside the package and pay the appropriate postage on it *plus* postage for the package itself.

Q. Must a statement of enclosure appear on the parcel?

A. Yes. A statement reading "First-Class Mail Enclosed" or "Third-Class Mail Enclosed" must be placed on each parcel below the postage and above the address. This endorsement may be hand-stamped, handwritten, type-written, printed or put on by any other method that makes it clearly visible.

Q. What may be mailed under this new service?

A. Under "Combination" mail, letters or other single pieces of either first- or third-class mail may be placed inside fourth-class parcels or inside copies of publications mailed under second-class mail entry. Letters or other single pieces of first-class mail may also be placed inside third-class packages.

Q. What about the postage for the enclosures? Where is it placed?

A. The postage for each letter and for each single enclosure at the appropriate first-class or single-piece third-class rate must be affixed to the outside of the parcel.

Q. Where should the enclosures be placed inside the package?

A. They should preferably be placed on top of the other items in the package.

Q. What are some of the advantages of this new service?

A. "Combination" mail will provide mailers, who previously found it impractical to use the old-type combination containers, with a practical and efficient method of mailing different classes of mail together. It provides a convenient and efficient alternative to the old system whereby a mailer, wishing to send a letter with a gift or with laundry mailed back and forth to school, had to either pay first-class rate on the entire package, or paste the envelope on the outside of the package.

Q. Will this new service do away with the \$100 fine for nonpayment of the first-class rate?

A. No. The mailer is still liable for any evasion of payment of the legal rate for the postage due. It is believed however, that this new service will clear up a number of misunderstandings which arose under the old system.

Q. What are some of the types of mailers who need to send two classes of mail together?

A. These might include: A business firm sending substitute products and wanting to explain why that was done; magazine publishers sending gift certificates naming the donor with first copies of their publications to new subscribers; manufacturers sending operational, maintenance and repair instructions with household appliances; and companies including sales letters with samples of merchandise.

"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed

OUT OF HARTFORD, Connecticut, now and then, comes Adams Newsletter issued periodically by Adams Products Company, 119 Ann Street. Walter Haase of that organization sent me the last two issues. I hesitate to say that this is a "new" idea. At least, it is an idea not often used by mail order operators.

This Newsletter, written in free and easy-going style, takes the reader into its confidence and talks about products as though it were a friend of the buyer helping him get the most for his money. A few quotes will show you how this is done:

"Our business is designing and building new tools for both the home and professional craftsman. We also scour the market for new items. These we buy, test, discuss with our panel of experts. Either they meet our standards and go into this Newsletter or they're out."

"I had a wonderful idea (or so I thought!) a while ago . . . a plane with disposable blades. Did I do anything about it? Well, yes . . . I sent the idea to a prominent concern that makes tools for woodworkers, and they promptly sent it back! Seems as though somebody else had made it using a double edge razor blade. And that's how it is that you can now buy the Razor Plane complete with five blades for just \$1.95 postpaid. Mine's on my workbench all the time and you'd really be surprised how many times I pick it up to round a corner, smooth a section, etc. And remember . . . no sharpening! When a blade gets dull, just throw it away and put in a new one. It's article #5077, \$1.95 postpaid. Sold by mail only so order today."

Immediately under that item is Scotch taped a double edge razor blade, and this copy:

"Something for nothing! Honestly . . . no strings attached! Try this double edge razor blade, either for shaving or for whatever use you have for blades. If you

like this sample, you can get a hundred for just one dollar! And we even pay the postage!"

The stuff's so good I'd like to quote the whole thing. This Newsletter idea for mail order selling combines the best features of the regulation mail order letter, a consumer research report, and shopping guides found in many housewares magazines.

I've just got to quote a little more. Instead of using testimonials, as such, this Newsletter has a paragraph thanking the "many fine publications that gave us new product mention . . . and now we're on TV! Paige Palmer whose program *What's New* is seen every evening at 6:30 over WAKR-TV, Akron, Ohio, said she wanted to show her audience our SHAPE-SKRAPE. Our thanks to you, Miss Palmer."

Good copy. Quietly convincing.

Sloppy Heading

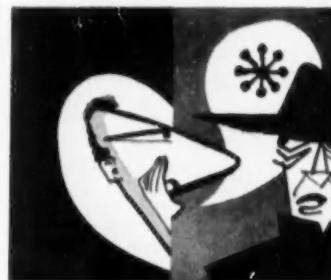
A letter came in some time ago signed by "Tony" of Daniel's, Inc. of Tampa, Florida. With the letter was a decalcomania to be applied to an office or factory door. The decal read "In case of fire, burglary, or other EMERGENCY, contact the following (space for name, phone number, and address)."

Here's the first paragraph of the letter:

"The boss said to send you one of these little door decals, not that he wants you to have an emergency, but because he thought maybe you'd like to have one."

There is no excuse for a paragraph like that one. If "Tony", or whoever wrote this letter, had taken the time to read that sentence over once or twice, he would have revised it so it would make sense. It actually says, "Not that the boss wants you to have an emergency, but because he thought maybe you'd like to have an emergency."

We bring up such examples, not



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Plan colorful campaigns from an idea-packed portfolio of over 100 direct mail samples.

Create action-getting, best-of-industry mailing pieces from a new selection of Jumbo Cards, Flash Bulletins, Cartoon Letterheads, Eye-Stopper Envelopes, and Gimmick Mailings.

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Mail \$2.00 for your AdverKit—refundable on first order.

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INCORPORATED
610 Newbury Street, Boston 15, Mass.
Tel. Commonwealth 6-7540

getting leads for salesmen one of your headaches?



Then you'll want to get the facts on our kind of Sales Letter—with the built-in reply card.

You'll be joining a mighty impressive list of blue chips, too, who've learned that the built-in reply card boosts responses, lowers selling costs!

One-stop service for creative printing and mailing saves your time—keeps you busy planning instead of just picking up loose ends.

Why not send now for more information and samples of recent successful promotions?



SALES LETTERS
INCORPORATED
153 W. 23rd St., New York 11
Telephone WATkins 9-2680 - 1

You get more returns
... more returns
... more returns
when your mail goes
TENSION

by air
by rail
of every kind ...
out in
ENVELOPES



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MINNEAPOLIS 1, MINN. • 129 North 2nd St.

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Carr's Jumbo Flash Cards are powerful eye-catchers that get amazing response at low cost. Their colorful border designs give imprinted messages dramatic impact—set sales sky-rocketing! Seeing is believing.

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to harass the writers of them, but to be helpful, if possible. One of the first principles of good writing, whether it be a piece of direct mail copy, a television script, or a novel—is to leave no doubt in the mind of a reader as to exactly what you mean.

Speaking of Novels

I just finished reading *The Tontine*, the two volume novel—a current best seller. Every time I hear someone talk about a letter being too long, I'm reminded of *Anthony Adverse* and *Gone With the Wind*—long, long novels—but both best sellers. And here comes *The Tontine*—long, certainly, but interesting.

Say what you've got to say in a piece of direct mail. Say it interestingly and don't worry about the length. A reader will read as long as you keep him excited or interested. That might sound trite, but a lot of direct mail loses its effectiveness because the writer thinks he must be brief.

We've Gone Overboard

Just that. Overboard! About a little 24-page booklet sent us by John L. Beckley of The Economics Press, Inc., Montclair, New Jersey. The title of the booklet? Believe it or not—*How To Make A Speech That Listeners Like*. It's one of the best booklets on writing direct mail copy we've ever seen. Yes, we said "direct mail copy". It was written by Richard C. Borden. What he has to say about creating and delivering a good speech applies equally as well to direct mail copy.

Here are some direct quotes:

"Use plenty of periods. When a sentence begins to crumple under its own weight—period! When a dependent clause starts to miss on one grammatical cylinder—period. Short sentences are the royal highroad to grammatical sure-footedness."

Just substitute the word "copy" where the word "speech" is used in the following (We're still quoting this booklet):

"... clarity is not a means—but an end. It is the joint product of all the other elements in good speech phraseology (copy). If your speech phraseology is clear, you gain more than clarity. To be clear is also to be convincing. Nine readers out of ten take a lucid statement for a true one.

Napoleon knew his listeners' laws when

he gave three instructions to the secretaries who relayed his messages: Be clear! Be clear! Be clear!"

We don't usually plug a specific book or booklet in this column, but we think this one holds so much information for the improvement of direct mail copy, we simply can't resist calling it to your attention. I came by my copy because my name happened to appear on a list of speakers. The letter accompanying the booklet is also a good example of indirect selling. Although space at our disposal is at a premium, we want to quote a part of this letter. It starts out by saying a complimentary copy is enclosed, and then these three paragraphs:

"If the booklet's as good as we say it is, you'd think we'd be able to sell it, wouldn't you? We hate to confess it, but we've never been able to promote it successfully to any list but our own.

"What makes our failure doubly frustrating is that the booklet goes merrily along selling itself. One enthusiast tells another and orders keep dropping in over the transom. An increasing number of companies have discovered its usefulness for training purposes and hardly a week passes without wires or phone calls asking us to rush copies here, there or the other place.

"Maybe if we give away enough copies, enough people will tell enough other people so we'll sell a million copies and forget our inferiority complex."

If you want to improve your direct mail copy . . . GET THIS BOOKLET. If you intend to make a speech, you've just got to have it.

Is This a Trend?

It seems a far cry from the days of investment house "tombstone" advertising to sell securities. More and more investment houses are making good use of direct mail to explain to investors the hows, whys, and wherefores of stock ownership. Wayne Hummer & Co., members of the New York Stock Exchange in Chicago, get out a monthly news sheet that gets entirely away from the mumbo-jumbo of investment verbiage, and talks a language that even a fellow like me can understand.

Right in the first paragraph this news sheet lays it on the line—makes no apology for soliciting business. What could be franker than: "Each and every one of our Bi-Weekly stock market comment letters is a

definite solicitation for the privilege of handling some of your security transactions. It is only from the income from such transactions that these letters are possible. If you handle your orders through your bank, please instruct them to place the buying or selling orders with Wayne Hummer & Co. All banks know us."

And, instead of talking about trends and charts and debentures, each issue gives a general comment on the market (written in the layman's language), and then short analyses of different stocks. They show their willingness to serve, plus their willingness to earn the business of the investor in the paragraph:

"If you live in Chicago and want the latest stock market news, just lift up your phone and dial WEBster 9-1600. Current, up-to-the-minute news of the stock market is relayed by special telephone recordings which are changed every 30 minutes of the day to reflect latest market trends. This new telephone service is available 24 hours a day. It is presented as a public service by Wayne Hummer & Co. We would be interested in your comments after you have occasion to use this new service."

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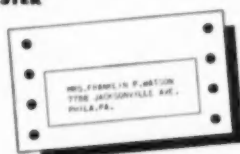
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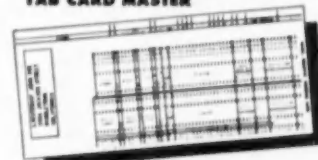
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hood printed the following item in its Newsletter:

"A recent industrial survey found that in answer to the question, 'Do you have claustrophobia?', the men either answered 'No' or left the question blank. While all the women answered 'Yes.'"

"Upon further inquiry into the matter the investigator found that the men did not understand the term; the women had not known it either, but one of them looked it up in the dictionary and found it meant 'Fear of confinement'." ●

WHO WROTE THIS COPY?

Arthur Schwartz of Commercial Bar, 521 Fifth Avenue, New York 17, N. Y. sent us the following which was mimeographed on a plain sheet of 8½" x 11" paper. Arthur thinks it is "a beautiful piece of copy." We agree. Read it. Then see comments.

A "TOP" APPENDIX

There was a G.I. from Ohio who became ill in Africa during World War II. This is a copy of the letter he wrote to his Mother enclosing a sketch of himself:

"Dear Mom: Where X is I had a pain. Simply terrific. No surgeon in our outfit, so they flew me over the jungle to a mission hospital. Imagine my feelings when I found the only surgeon was a young fellow about my age, but black as ink. And the only nurse was even blacker. Kitchen table was his only operating table. I thought, 'Good night! And me so young and handsome!' So they put me to sleep. And when I woke up I felt swell. There was my appendix in a bottle looking kinda cute, so I thought I'd try to mail it to you. Thought it might be a comfort to have that much of me home safe in Ohio. But no can do in wartime it seems. Sorry.

"How come you never told your son and heir about this mission stuff? It's simply terrific. Take this place: no running water, no electric lights. One nurse. One M.D. But everything as clean as a whistle. And this M.D. has a smile straight out of the Bible. Before he operates, he closes his eyes. I guess to ask God to please stand by. And He sure does. It's terrific.

"Folks get sicker here than they do in Ohio. Sleeping sickness, flies bite your toes. Elephants gore your back. Enemies poison your food. So this fellow mends all these broken people back to good as new again. He just loves you into getting better. His voice booms like a church

bell. He just gets you. He makes you believe in something you can't talk about. So when I left him I gave him all the money I had in my pants. But of course it wasn't nearly enough. So now I wish you'd get Pop to go to the top hospital in our town and ask the top surgeon what is his top price for taking the top appendix out of the top millionaire. And then I wish you'd make Pop send it to this black saint here. For, Mom, he's tops."

Comment. Arthur and this reporter agree that there is something wrong. He doesn't know who sent it to him, nor why, or what he is supposed to do. Says Arthur: "It reminds me of the time I had my kitchen modernized, with the dish washing machine, and the garbage disposal, and a brand new sink . . . but believe it or not the plumber forgot to hook it up with the sewer! It was all worthless because of no follow-through."

So . . . if anyone can tell us who wrote the copy or where Pop was supposed to send the money . . . we'll be glad to supply the follow-through by printing the facts. ●

QUIZ OF THE MONTH

ANSWER (from Page 6)

Here is how the "nixie" origination was explained in the monthly Postal Service News, house magazine for employees of the U. S. Post Office Department:

A cartoon strip, a popular ditty and an advertising slogan spawned this word "Nixie," and it was so apt in meaning it was a "natural," reports Clerk in Charge John C. Sweeney, Cincinnati Post Office Annex.

The Yellow Kid cartoon strip is the more remote derivation, he reports. The Kid frequently said "Nix," and the phrase "Nix" on this, or on that or on anything became as common as "Skiddoo." Along about this time a hit song "Daisies Won't Tell" was at its height.

"Sweet bunch of daisies fresh from the dell.

Give me your promise daisies won't tell." Then, out of such a background of material known to all, an advertising writer evolved a slogan for a breath lozenge. The new lozenge, named "NIXIES," was designed to conceal—and this was stressed—evidence on the breath that one had been drinking alcoholic liquors. The new slogan "Nixies Won't Tell" became as ubiquitous as Sapolio or Cascarets, and glared down from billboards, out of store windows, newspapers, magazines, etc.

A "nixie" as we know it is an insufficiently addressed piece of mail, and the word replaces a cumbersome phrase. Such an address may be invalid for many reasons. It may be a post office that does not exist, a street in never-never land, a number out of this world, or indeed nothing at all on the blank cover.

The defective address won't tell where it is to go. It is a "nixie" because "NIXIES WON'T TELL." ●

A GOOD COLLECTION LETTER

Leo P. Bott, Jr., the idea adman, 64 E. Jackson Blvd., Chicago 4, Ill., says the following collection letter has worked very well for him. It

could be adapted in many cities and towns. You can get the actual figures from your local post office.

Dear Mr. Blank:

Chicago is the largest post office in the world. In 1953 it handled 2,530,102,581 pieces of outgoing mail and 28,327,296 sacks of parcel post. With all that mail it is expected that some of it would go astray.

Since our statement mailed recently might have got lost, here is another. If you will send us a check before the first of this month, we won't have to burden the post office with another bill to carry. It might be that straw that will break the poor mailman's back. Have a heart and mail us your check today, won't you? ●

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Address-O-Rite Stencil & Mach. Co., Inc. W. 23 St., N.Y.C. 10 (OR 5-3240)
Creative Mailing Service, Inc. 460 N. Main, Freeport, N. Y. (FR 9-2431)

ADDRESSING & LIST CONTROL SYSTEMS

Sarnas Punched Card Div.-Underwood Corp. 1 Pk. Ave., N.Y.C. 16 (LE 2-7000)

ADDRESSING MACHINES

Addressing Machine & Equip. Co. 326 Broadway, N. Y. 7, N. Y. (HA 2-6700)
Elliott Addr. Machine Co. 155A Albany St., Cambridge 39, Mass. (IR 6-2020)
Meiers Equipment Co. 40 W. 15th St., N. Y. 11, N. Y. (CH 3-3442)
Sever & Wallingford 143 W. Broadway, N. Y. 13, N. Y. (WO 4-0520)

ADDRESSING — TRADE

Belmer Typing Service 91-71 111th St., Richmond Hill 8, N. Y. (VI 6-5322)
Shapins Typing Service 68-11 Roosevelt Ave., Woodside, N. Y. (HI 6-2730)

ADDRESSOGRAPH — SPEEDAUMAT PLATE EMBOSSING

Embossing - Plate Corp. 3118 Quentin Rd., Brooklyn 34, N. Y. (DE 9-3186)

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"American Direct Mail" 1113-19 Venice Blvd.,
Los Angeles 15, Calif. (DU 8-1305)
Martin Ad Agency (Dir. Sell, Mail Ord.) 15 PA E. 40, N.Y.C. 16 (LE 2-4751)
Charles H. Rogers Assoc. 92-32 Union Hall St., Jamaica 33, N. Y. (OL 8-4300)

ADVERTISING ART

A. A. Archbold, Publisher P. O. Box 20740, Los Angeles 6, Calif. (RI 9-9042)
Raymond Lutkin 116 West Clinton Ave., Ionaity, N. J. (EN 3-4840)
Harry Volk Jr. Art Studio 1401 N. Main St., Pleasantville, N. J. (PL 4620)

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Match Corp. of America 3433-43 W. 48th Pl., Chi. 32, Ill. (VI 7-2244)
Universal Match Corp. 1501 Locust St., St Louis 3, Mo. (CH 1-3230)

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Meinhardt, Inc. 4333 N. Pulaski Rd., Chicago 41, Ill. (JU 8-3813)

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Hudson Fulton Mailing Service 25 West Broadway, N.Y.C. 7 (CO 7-6171)

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American Auto Typewriter Co. 2322 N. Pulaski R., Chicago 39, Ill. (EV 5151)
Carlson Auto Typewriter Serv. 3744 N. Clark St., Chic. 13, Ill. (EA 7-5496)
Margaret Mitchell 11 Darina Pl., Milford, Conn. (MT 2-5800)
Repass Letter Service 29 So. Webash Ave., Chi. 3, Ill. (CE 6-4056)

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Alfred Stern 2 West 46th St., (Rm. 309) N. Y. 36, N. Y. (JU 6-4642)

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Dickie-Raymond, Inc. 470 Atlantic Ave., Boston 10, Mass. (HA 6-3360)
Dickie-Raymond, Inc. 225 Park Ave., N. Y. 17, N. Y. (MU 4-3610)
Direct Mail Associates II E. 12th Street, Wilmington 1, Delaware (Tel: 8-6405)
Direct Mail Services 175 Luckie St., N. W., Atlanta 3, Ga. (CY 3398)
Duffy & Assoc., Inc. 918 N. 4th St., Milwaukee 2, Wis. (BR 3-7852)
General Office Service, Inc. 527 & St. N.W., Washington 1, D. C. (NA 8-5348)
Frederick E. Gymer 2125 E. 9th St., Cleveland 15, Ohio (SU 1-4220)
Harrison Services, Inc. 341 Madison Ave., N. Y. 17, N. Y. (MU 9-1630)
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CLEVELAND
 Cleveland Letter Serv., Inc., 740 W. Superior, (13) (SU 1-8300)
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 W. A. Storing Co., 239 N. 4th St., (15) (CA 8-5741)

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 Advertising Distributors of America, Inc., 834 Bagley Ave., (26) (WA 2-1172)
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 Atlas Letter Service, 524 S. Spring St., (13) (MI 5181)
 Krupp's Adv. Mailing Serv., 228 S. Los Angeles St., (12) (MI 8753)

MARION, OHIO
 Fulfillment Corp. of America, 381 W. Center St. (Tel: 2-1187)

NEW YORK CITY
 Advertisers Mailing Serv., Inc., 45 W. 18th St., (AL 5-4500)
 Benart Mail Sales Serv., Inc., 228 E. 45th St., (17) (MU 7-8830)
 Cardinal Direct Mail Corp., 2 Broadway, (4) (WH 4-3722)
 Century Letter Co., Inc., 48 E. 21st St., (10) (AL 4-8300)
 Circulation Associates, Inc., 226 West 56th St., (19) (JU 6-3530)
 Mary Ellen Clancy Co., 250 Park Ave., (PL 9-1520)
 Coupon Service Corp., 37 East 18th St., (OR 3-0160)
 Elite Letter Co., Inc., 11 W. 32nd St., (1) (PE 6-1462)
 Mailograph Co., Inc., 39 Water St., (4) (BO 9-7777)
 Bruce Richards Corp., 250 Fourth Ave., (3) (GR 7-8500)
 The St. John Assoc., Inc., 75 W. 45th St., (36) (JU 2-3344)

PHILADELPHIA
 Connelly Organization, Inc., 1010 Arch St., (7) (MA 7-8133)
 Woodington Mail Advertising Serv., 1304 Arch St., (7) (RI 6-1840)

PITTSBURGH
 Advertisers Associates Inc., 1627 Penn. Ave., (22) (AT 1-6144)

ROCHESTER
 Ayer & Streb, 15 South Ave., (4) (BA 6340)

SAN FRANCISCO
 The Letter Shop, 67 Beale St., (SU 1-4564)

WASHINGTON, D. C.
 General Office Serv. Inc., 527 6th St., N. W. (NA 8-5348)

WESTFIELD, NEW JERSEY
 Union County Business Bureau, (WE 2-5614)

TORONTO, ONTARIO
 Mailways, 200 Adelaide St., (WA 1898)

MAILING LISTS — BROKERS

*Archer Mailing List Serv., 140 W. 55th St., N. Y. 19, N. Y. (JU 4-3768)

*George R. Bryant Co., 595 Madison Ave., N. Y., N. Y. (MU 8-2651)
 *George R. Bryant Co., 75 E. Wacker Dr., Chi., Ill. (ST 2-3686)
 The Coudage Co., 6 East 23rd St., N.Y.C. 10 (AL 4-7480)
 Dependable Mailing Lists Inc., 381 4th Ave., N.Y.C. 16 (MU 4-4991)
 *Walter Drey, Inc., 333 N. Michigan Ave., Chi. 1, Ill. (FI 6-4180)
 *Walter Drey, Inc., 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)
 Dunhill International List Co., Inc., 565 Fifth Ave., N. Y. C. 17 (PL 3-0833)
 *Gould Co., 160 Engle St., Englewood, N. J. (BR 9-0461)
 *Lewis Kied Co., 25 W. 45th St., N. Y. 36, N. Y. (JU 2-0830)
 *Willis Madden, Inc., 215 4th Ave., N. Y. 3, N. Y. (SP 7-7460)
 *Mostly Mail Order List Serv., 38 Newbury St., Boston 16, Mass. (CO 6-3380)
 *Names Unlimited Inc., 352 Fourth Ave., N. Y. 10, N. Y. (MU 6-2454)
 *D. L. Natwick Co., 136 W. 52nd St., N.Y.C. 19 (CO 5-8616)
 People In Places, Inc., 167 East 33rd St., N. Y. 16, N. Y. (LE 2-3956)
 Planned Circulation, 19 West 44th St., N. Y., N. Y. (MU 7-4158)
 Roskam Advertising, 1430 Grand, Kansas City 6, Mo. (HA 1-6469)
 *Sanford Evans & Co., Ltd., 165 McDermott Ave., Winnipeg 1, Canada (92-2151)
 William Stroth, Jr., 568-570 54th St., West New York, N. J. (UN 4-4800)
 *James E. True Assoc., 419 4th Ave., N. Y. 16, N. Y. (UN 9-0050)
 *G. H. Youngren, 1209 Scofield Dr., Glendale 5, Calif. (CI 1-9218)
 *Members — National Council of Mailing List Brokers

MAILING LISTS — BY SUBJECT

FOR LIST SOURCE: COMPARE NAME IN PARENTHESIS WITH LISTING
 BELOW OF COMPILERS & OWNERS.

Direct Mail Users, 18,500 (Reporter of Direct Mail Adv.)
 Dog Owners List, over 2,000,000 (Western Empire)
 *Occupant Mailing Lists, (Occupant Mailing List of America, Inc.)

MAILING LIST — COMPILERS & OWNERS

Active Equipment Supply 47 31 35 St., Long Island City 1, N. Y. (RA 9-9030)
 Albert Mailing Lists, 120 Liberty St., N. Y. 6, N. Y. (RE 2-7533)
 Allison Mailing Lists Corp., 806 Lexington Ave., N. Y. 21, N. Y. (TE 2-8430)
 Associated Advertising Serv., 613 Willow St., Port Huron, Mich. (TU 5-7773)
 Automotive Registrations, Inc., 17 West 45th St., N. Y. 36, N. Y. (MU 6-3666)
 Bodine's of Baltimore, 501 E. Preston St., Baltimore 2, Md. (VE 7-0400)
 Bookbuyers Lists, 363 Broadway, N. Y. 13, N. Y. (WO 4-5811)
 Boyd's City Dispatch, 220 East 23rd St., N. Y. 10, N. Y. (OR 9-3250)
 Buckley-Dement, 555 W. Jackson Blvd., Chicago 6, Ill. (FI 7-3862)
 Catholic Lefty Bureau, 45 West 45th St., N. Y. 36, N. Y. (CO 5-4490)
 Creative Mailing Service, 460 N. Main St., Freeport, N. Y. (FR 8-4030)
 Walter Drey, Inc., 333 N. Michigan Ave., Chi. 1, Ill. (FI 6-4180)
 Walter Drey, Inc., 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)
 Dunhill International List Co., Inc., 565 Fifth Ave., N.Y.C. 17 (PL 3-0833)
 Drumcliff Advertising Service, Hillen Rd., Towson 4, Md. (VA 3-7200)
 Eli Kogos, Webster, Mass. (WE 2780)
 E-Z Addressing Serv., 83 Washington St., N. Y. 6, N. Y. (HA 2-9492)
 Fritz S. Motheimer, 28 E. 22nd St., N. Y. 10, N. Y. (OR 4-6420)
 Industrial List Bureau, Webster, Mass. (WE 2780)
 Indus. Machinery News 16142 Wyoming Ave., Detroit 21, Mich. (DI 1-2658)
 Manpower, Inc., 330 W. Kilbourn Ave., Milwaukee 3, Wis. (BR 2-0909)
 Market Compilation Bur., 11834 Ventura Blvd., N. Hollywood, Cal. (SI 7-1647)
 Montgomery Engineering Co., 8500 - 12th St., Detroit 6, Mich. (TR 4-0929)
 J. R. Monty Turf Fan Lists, 201 East 46th St., New York 17, N. Y.
 Occupant Mail. Lists of Amer., Inc. 239 N. 4th, Columbus 15, O. (CA 8-5741)
 Official Catholic Directory, 12 Barclay St., N. Y. 8, N. Y. (BA 7-2900)
 Palmer Lists, 2432 Grand Concourse, N.Y.C. 58 (SE 3-2446)
 People In Places, Inc., 167 East 33rd St., N. Y. 16, N. Y. (LE 2-3956)
 R. L. Polk & Co., 431 Howard St., Detroit 31, Mich. (WO 1-9470)
 W. S. Fenton, 44 Honeck St., Englewood, N. J. (MU 7-5311)
 R. L. Rasmussen, 11834 Ventura Blvd., North Hollywood, Calif. (SI 7-1647)
 Reporter of Direct Mail Adv., 224 7th St., Garden City, N. Y. (FI 6-1837)
 Select List Co. (SW Prog.) 6238 Wilshire Blvd., Los Angeles 48, Cal. (WE 39168)
 The Speed-Address Co., 49-01 42nd St., Long Island City 4, N. Y. (ST 4-5922)
 William Stroth, Jr., 568-570 54th St., West New York, N. J. (UN 4-4800)
 West. Emp. Dir. Adv. Co., 612 Howard St., San Francisco 5, Cal. (GA 1-8500)
 Zeiler and Letica, Inc., 15 East 26th St., N. Y. 10, N. Y. (MU 5-6278)

MAIL ORDER AGENCIES

Roskam Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo. (HA 1-6469)
 Sparks Advertising Agency, P. O. Box 211, Brownwood, Texas (9023)

MAIL ORDER CONSULTANT

Whitt Northmore Schultz, 1115 Old Elm Lane, Glenview, Ill. (GL 2493)

MANUFACTURERS—ADDRESSING MACHINES & ACCESSORIES

Pollard-Ailing Mfg. Co., 220 W. 19th St., N. Y. 11, N. Y. (CH 3-0692)

MATCHED STATIONERY

Tension Envelope Corp., 19th & Campbell Sts., Kansas City, Mo. (HA 1-0092)

MIMEOGRAPH MACHINE

Addressing Machine & Equip. Co., 326 Broadway, N. Y. 7, N. Y. (HA 2-6700)

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co., 19 S. Wells St., Chi. 6, Ill. (ST 7800)
 Mack Type Co., Inc., 55 Fulton St., N.Y.C. 7 (BE 3-1487)

OCCUPANT MAILING LISTS—LOCAL & NATIONAL

Advertising Distributors of America, Inc., 834 Bagley Ave., Detroit 26, Mich.

PACKAGING

Circulation Associates, Inc., 226 West 56th St., N.Y.C. 19 (JU 6-3530)
 Coupon Service Corp., 37 East 18th St., N. Y. 3, N. Y. (OR 3-0160)
 Pace-It (also Mail-It), 7 Brown St., Newark 5, N. J. (MI 2-7575)

PAPER MANUFACTURERS

Appleton Coated Paper Co., 1250 N. Meade St., Appleton, Wis. (41454)
 Byron Weston Company, Dalton, Mass.
 Curtis Paper Company, Newark, Delaware (NE 8-8551)
 Eastern Corporation, Bangor, Maine (Tel: 8221)
 W. C. Hamilton & Sons, Milquon, Pa. (IV 3-3160)
 Hammernill Paper Co., Erie, Pa. (Tel: 4-7101)
 Howard Paper Mills, Inc., Hulman Bldg., Dayton 2, Ohio
 International Paper Co., 220 E. 42nd St., N. Y. 17, N. Y. (MU 2-7500)
 Kimberly-Clark Corporation, Neenah, Wisconsin (PA 2-3311)
 The Mead Corp., 819 Public Ledger Bldg., Phila. 6, Pa. (WA 2-5441)
 Millers Falls Paper Co., Millers Falls, Mass. (OL 9-3331)
 Mohawk Paper Company, Cohoes, N. Y.
 Neenah Paper Co., Neenah, Wis. (Tel: 2-1521)
 Nekeo-Edwards Paper Co., Port Edwards, Wis. (Tel: 3111)

(Continued on following page)

DM directory

Peninsular Paper Co. _____ Ypsilanti, Mich. (Tel: 62)
 Rex Paper Co. _____ Kalamazoo 99, Mich. (Tel: 2-0151)
 Rising Paper Co. _____ Housatonic, Mass. (HO 47)

PARCEL POST MAILING BOXES

Corrugated Paper Products Inc. 2235 Utica Ave., Bklyn 34, N. Y. (ES 7-6112)

PERSONALIZED GIANT GRAMS

Sande Roche & Co., Inc. 97 7th Ave., N.Y.C. 11 (WA 4-1551)

PHOTO ENGRAVERS

Horan Engraving Co., Inc. 44 W. 28th St., New York 1, N. Y. (MU 9-8585)
 Nassau Photo Engrav. Co. 254 W. 31st St., N. Y. C. (PE 6-0817)

PHOTO REPORTING

Sickles Photo-Reporting Serv. 38 Park Pl., Newark, N. J. (MA 2-3966)

POST CARDS

The Carr Organization 1319 N. 3rd St., Milwaukee 12, Wis. (BR 6-4246)
 Platicrome-r, by Colourpicture Publishers
 390 Newbury St., Boston 15, Mass. (CO 7-7500)

PRINTING — OFFSET LITHOGRAPHY

Peerless Lithographing Co. 4303 Diversey, Chi. 39, Ill. (SP 2-7000)
 Sande Roche & Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1551)

PRINTERS — LETTERPRESS & LITHOGRAPHY

Paradise Printers _____ Paradise, Pa. (ST 5131)

SALES PROMOTION COUNSEL

Martin Ad Agency (Mail Order) 15 PB E 40, N. Y. C. 16 (LE 2-4751)

SEASONAL STATIONERY

Arthur Thompson & Co. 109 Market Pl., Baltimore 2, Md. (PL 2-4806)

SUBSCRIPTION FULFILLMENT SERVICE

Circulation Associates, Inc. 226 West 54th St., N.Y.C. 19 (JU 6-3530)
 Fulfillment Corp. of America 381 W. Center St., Marion O. (Tel: 2-1187)
 Globe Mail Agency, Inc. 148 W. 23rd St., N.Y.C. 11 (OR 5-4600)

SUBSCRIPTION FULFILLMENT SYSTEMS

Samas Punched Card Div., Underwood Corp. 1 Pk. Ave., N.Y.C. 16 (LE 2-7000)

SYNDICATED HOUSE MAGAZINES

The William Feather Co. 9900 Clinton Rd., Cleveland 9, Ohio (AT 1-4122)

TRADE ASSOCIATIONS

Advertising Trades Institute, Inc. 270 Park Ave., N.Y.C. 17 (MU 8-0091)
 Direct Mail Advertising Assn. 3 E. 57th St., N. Y. C. 22 (MU 8-7388)
 Mail Adv. Service Assn. 18120 James Couzens, Detroit 35, Mich. (UN 4-3545)

TYPOGRAPHERS

Rapid Typographers, Inc. 305 East 46th St., N. Y. 17, N. Y. (MU 8-2445)

VARIETYPERS AND TYPE FONTS

The Adamm Co. 656 Broadway, N. Y. 12, N. Y. (AL 4-3230)
 Industrial List Bureau _____ Webster, Mass. (WE 2780)

DIRECT MAIL DAYS DOCKET

A Monthly Listing and Report of Organized
 Direct Mail Days and Special Meetings

Since this new feature was introduced last month, several of the year's best Direct Mail Days and special meetings have been held. Here's a brief run-down on some of their highlights:

● **TRENTON, N. J.**— (Feb. 10) "Direct Mail Day in Trenton" at the Hotel Stacy-Trent. Sponsored by Eldridge Advertising Agency, Inc., in cooperation with Greater Trenton Chamber of Commerce:

Usual attendance at Trenton Chamber of Commerce Sales & Ad Club meetings is about 35 people. But when Richard Eldridge teamed up with the organiza-

tion to produce the N. J. Capitol's first Direct Mail Day . . . the turnout was a whopping 165!

After Mayor Donal J. Connolly proclaimed the "Day" in Trenton, feature speaker Walter F. Grueninger (circulation director, *Dun's Review & Modern Industry*) traced direct mail's progress over the past few years.

DMAA award-winning campaigns were on display in the Stacy-Trent lobby not only for the day . . . but also for three days of the following week (Feb. 13-15). Traffic and interest was tremendous.

● **DETROIT, MICH.**— (Feb. 24) "Direct Mail Day in Detroit", held at the Hotel Statler, sponsored by the Adcraft Club:

Bucking heavy snow and sleet, Detroiters made this "Day" one of the best attended meetings of the year. Chairmanned by Bob Vander Pyl (Advertisers Letter Service), the Day featured three live-wire sessions:

Morning Session: "A Baker's Dozen Of Ideas For 1956". Featured a panel of ide-experts including: Robert L. Coffey (General Electric Co.), Stewart Jurist (DMAA), J. S. Roberts (Retail Credit Co.), Henry Hoke, Jr. (Reporter of Direct Mail Adv.) and Fred L. Shaw (Richardson-Shaw, Inc.). The panel was chairmanned by Paul Sampson (Sampson & Johnson, Inc.).

Noon Session: More than 225 attended

CITY	DATE	SPONSOR	MEETING LOCATION	FEATURE EVENTS
*Chicago	Mar. 24-25	MASA International	Drake Hotel	"Direct Mail Agency & Counselor's Workshop". Speakers: Richard Hodgson, A. M. Andersen, Robert Stone. For professional creators and counselors.
San Francisco	Mar. 29	Direct Mail Departmental, San Francisco Ad Club & DMAA. Chairman: Myron Watcholder, Recorder—Sunset Press.	Sheraton Palace Hotel	"San Francisco Direct Mail Day". Speakers: Frank J. Magginis (Ford Motor Co.), Frank Beilen (Saks 5th Ave.), Joseph J. McGee (DMAA pres. & pres., Old American Insurance Co.) Ferd Ziegler (McCann Erickson) Sessions will cover Retail, Indust. and Agency direct mail.
Louisville, Ky.	Apr. 20	Louisville Ad Club Chairman: Jerry Kanneppel, Colgan Letter Ser.	T.B.A.	"Direct Mail Day In Louisville" Speakers T.B.A.
Chicago	May 23	Mail Adv. Club of Chicago Chairman: Allen Drey, Walter Drey, Inc.	Palmer House	"Direct Mail Day In Chicago". Speakers: T.B.A.
Philadelphia	Nov. 16	Philadelphia Direct Mail Mail Club C.F.I.; H. S. Thoenbe, Arndt, Preston, Chapin, Lamb & Keen	T.B.A.	"Philadelphia Direct Mail Day". Speakers: T.B.A.
Miami	T.B.A. (late Nov.)	Direct Mail Adv. Assn. of Miami C.F.I.; Louis Entler, Reba-Martin, Inc.	T.B.A.	"Direct Mail Day in Miami" Speakers: T.B.A.

* Special Meeting / C.F.I.: Contact For Information / T.B.A.: To Be Announced

the Adcraft Club Luncheon to hear Joseph J. McGee, Jr. (DMAA president and president of Old American Insurance Co.). His talk was full of advice for upgrading direct mail . . . proving that "Good Direct Mail Gets The Best Attention".

Afternoon Session: Robert Stone (National Research Bureau) and Edward N. Mayer, Jr. (James Gray, Inc.) told Detroiters "How To Apply Sales Strategies" and "How To Make More Money Researching", respectively.

Another feature of the afternoon was "Seven Circles of Information": 1) *Merchandising*, G. A. Woolfenden (Burroughs Corp.); 2) *Mailing Lists*, Robert Vander Pyl (Advertising Letter Service); Frank Cox (R. L. Polk & Co.); 3) *Copy*, Orville Reed, Fred L. Shaw (Richardson-Shaw, Inc.); 4) *Mechanical Production*, M. K. Buda (R. L. Polk & Co.); Louis Hinderstein (Madison Co.); 5) *Postal Regulations*, H. R. Stauch (R. L. Polk & Co.); Floyd Morton (Detroit Post Office); 6) *Planning*, Robert Silbar, (Ross Roy, Inc.); William Richardson (Prince & Co.); *Art & Design*, Walter Pomeroy (Pomeroy Studios); Dixie Hilliard (New Center Studio).

• **NEW YORK, N. Y.—** (Mar. 13) *New York Direct Mail Day*, sponsored by MASA, DMAA and 30 other cooperating groups, at the Waldorf-Astoria:

"Direct Mail Progress Report" was the central theme of this big "Day" . . . which filled the Waldorf-Astoria with enthusiastic New York direct mail users and suppliers.

Morning session, chairmanned by Ray E. Williams (McCann Erickson), covered three important uses of direct mail . . . in terms of guide posts for the future: *Mail Order* was covered by Robert Stone (National Research Bureau); *Industrial Direct Mail* was presented as "sales management's opportunity" by Philip A. Sherman (F. W. Dodge Corp.); and *Consumer Direct Mail* was given "The Inside Story of Esso's Direct Mail Program" by Paul H. Catherine (Esso Standard Oil Corp.).

Featured luncheon speaker was Gene Flack (advertising director, Sunshine Biscuits, Inc.) who both entertained and advised direct mailers . . . with a combination of gags and sound advice. He pointed out why "You Never Stop Selling".

Henry C. Henderson (McGraw Hill Publishing Co.) was chairman of the afternoon sessions which included "Readership In Direct Mail" by Richard B. Eckman (Dickie-Raymond, Inc.); and a panel on Direct Mail Testing moderated by S. Arthur Dembner (*Newsweek* magazine). Panel members were: Jack McDonnell (The Epicures' Club); Richard Ostheimer (*Life* magazine); Maxwell Sackheim (Maxwell Sackheim Co.) and Edward N. Meyer, Jr. (James Gray, Inc.).

Edward N. Mayer, Jr. also deserves credit for the entire day's success. He did a fine job as New York Direct Mail Day's general chairman. Kudos should also go to Felix Tyroler (managing director, MASA of N. Y.) for all the work he put in as co-ordinator . . . helping to make Direct Mail Day in New York the biggest and best ever. ●

If you want your Direct Mail Day or special meeting listed in the Docket, have your Publicity Chairman send us the information.

Personalities

IN THE NEWS

SEN. OLIN D. JOHNSTON (D., S.C.), chairman of the Senate Post Office and Civil Service Committee has appointed a seven-man Advisory Council to survey postal matters. The new group will make an extensive study of all Post Office Dept. operations, including methods of transportation, mail handling, personnel, installations, facilities, accounting and administrative details . . . and rate structures for all classes of mail. Named to the Advisory Council are: **A. M. ANDERSEN**, executive vice-president, Reuben H. Donnelley Corp., Chicago; **DR. CAREY H. BOSTIAN**, chancellor, N. C. St. Agricultural College, Raleigh, N. C.; **WILLIAM C. DOHERTY**, president, National Assn. of Letter Carriers, Washington, D. C.; **WALTER D. FULLER**, chairman of the board, Curtis Publishing Co., Philadelphia; **DR. PENLETON GAINES**, president, Wofford College, Spartanburg, S. C.; **LOVICK PIERCE**, publishing agent, Methodist Publishing House, Nashville, Tenn and **GENE ROBB**, publisher, *Albany Times*, Albany, N. Y.

H. KURT VAHLE, Cupples-Hesse Corp., St. Louis, has been elected to the DMAA Board of Governors. He fills a vacancy left by **J. A. McGEE**, Trans-Canada Airlines, Montreal.

ROBERT G. SILBAR has left R. L. Polk & Co., Detroit, where he was account executive in the Direct Mail Div., to join the Ross Roy Advertising Agency, same city. The Roy agency handles a large volume of automotive direct mail.

B. L. MAZEL, president of B. L. Mazel, Inc., N. Y. (advertising) is conducting 15-session workshop course on direct mail at New York University . . . sponsored by DMAA. Course will cover 15 key aspects of creating and producing direct mail (from Feb. 9 to May 24). Session 12 will be a "Meet The Experts" meeting, with a panel including:

PAUL BRINGE, The Milwaukee Dustless Brush Co., Milwaukee; **LEWIS KLEID**, Lewis Kleid Co., N. Y. and **MAXWELL SACKHEIM**, Maxwell Sackheim Co., Inc., N. Y.

JACK SHELTON resigned as vice president of B. L. Mazel, Inc., N. Y. on March 2nd. He's leaving for the West Coast and Hawaii for a vacation, making no other business plans until he returns.

DAVID MARGULIES, president of Around-The-World Shoppers Club and Damar Products, Newark, N. J., was the keynote speaker at the Third Annual Meeting of the Parcel Post Assn. . . . held at the Hotel Roosevelt, N.Y.C. last month. As president of the association, he charged that the government is overpaying railroads to the tune of 130 million dollars per year for hauling Second, Third and Fourth Class Mail . . . while The Railway Express Agency (owned by 69 major railroads) pays only about one-half what the post office department must pay.

HARRY A. PORTER, Harris-Seybold Co., Cleveland, is on a tour of major printing centers . . . to inform the graphic arts industry about the "Invest In Youth" program of Education Council of the Graphic Arts Industry, Inc. Covering Atlanta, Nashville, Louisville and Dayton this month (plus at least 10 other cities before Fall) he'll talk to printers, printing teachers, etc. about how the graphic arts industry can solve its manpower problems.

DAVID L. HARRINGTON has been named chairman of the board and chief executive officer of The Reuben H. Donnelley Corp., Chicago. He succeeds **GAYLORD DONNELLEY**, president of Donnelley Corp. printing firm, who will continue to serve Reuben H. Donnelley Corp. as a vice-chairman of the board. Filling Mr. Harrington's vacated president slot is **CURTISS E. FRANK**, former executive vice-president.

ALBERT E. HELM, formerly circulation promotion copy chief of Hearst Magazine, has joined Bert Garmise Associates, Inc., N. Y. as account supervisor.

FRED N. DODGE and **T. HOLT HAYWOOD, JR.** are two additions to Western Empire Direct Advertising Co. Both joined the New York sales staff. Mr. Dodge has been merchandising director of National Broadcasting Co. since 1951. Mr. Haywood owned his own import and export firm, The Haywood Co.

WINTHROP S. CLAPP and **ROBERT B. HUTCHINS** are two new additions to the staff of OMS Mail Advertising, Boston. Clapp, formerly with American Optical Co. and the Diamond Match Co., becomes new OMS advertising and sales promotion manager. Hutchins joins the OMS creative arts staff after leaving a prominent Hub advertising agency. He's a graduate of the School of Practical Art, Boston, and holds an Honor Award in advertising design.

BILL WATSON sends us a note correcting the item about him which appeared here last month. Says Bill: "According to Webster, the definition of retire is: 'to withdraw from office, business or active life'. I was a little amazed to see the blurb in this issue (Feb., 56) mentioning the fact that I had retired . . . I have retired from Creative Mailing Service (Freeport, N. Y.), but I have not retired." Sorry, Bill . . . hope your note sets the Personalities blurb writer straight. If not, we'll certainly get him a dictionary.

Sort Faster...Collate Faster

CUT PAPER HANDLING COSTS
...with

SORTKWIK

The *INVISIBLE* fingertip magic



NO MORE IRRITATING, CLUMSY
RUBBER FINGERS OR UNSANITARY, MESSY SPONGES
WHEN YOU USE **SORTKWIK**

So easy to use—just apply to fingertips to create greaseless, stainless, tacky film. Fingers pick up papers easily, quickly. One application is long lasting. Washes off easily. Non-irritating.

Time-tested by direct mail firms throughout the country to speed up collating and sorting.

At your stationer or send \$1.00 for two regular size containers to try out.

LEE PRODUCTS CO.

Dept. R-3
2736 LYNDALE AVE. SO. • MINNEAPOLIS 8, MINN.



We Need A Direct Mail Executive

National concern now operating in 60 markets with the home office in Midwest needs a top notch man who can take over administration of direct mailing service division. A Wonderful opportunity with an unlimited future. Sales and advertising background helpful.

Write the Reporter Box 34, Garden City, N. Y.

My Mail Order Day

By Jared Abbeon

The new year is now well upon us and in about 6 months I shall get used to writing 1956. It is hard to find anybody can give the straight story on what happened towards the end of last year. Our firm made out well in spite of the biggest shipment of Christmas goods not arriving until December 28th. So we are pushing these items now . . . and earliest reports look good. It seems that every year there are some folks who wait till after the rush to buy at their leisure.

We got caught short on one item for kids selling at \$19.95 and had to substitute a Deluxe model selling for \$24.95 on all the orders. Some lucky children got a break and we of course didn't lose anything as all the over orders were up in the gravy column.

Have been hearing some gloomy reports from one or two of the top houses. One man is reputed to be filing bankruptcy papers . . . again. It's not the first time for this multimillion dollar outfit. One old friend in the mail order business was crying so hard on my shoulder that I made a tentative offer of a "small loan". He looked at me indignantly and said, "Oh I'll net over \$10,000 this year but two years ago I made \$35,000." Boo, hoo, hoo.

An old question pops up in the mail: "How much money do I need to start a Mail Order Business?" The answer to that is: "Yes". I started my present outfit by filing papers at the county seat (price under \$5). Then with the papers I opened bank account starting with a deposit of \$20. My first check drawn in the amount of \$3.75 bounced higher than a rubber ball, I had signed it wrong. My first year's rent was \$72. Six dollars a month for a drawer in a public stenographer's office (included phone answering service). The first year's gross profit was \$75. . . . leaving a net of \$3 for the year's labor. Of course, let me quickly point out that this was a spare-time enterprise and I wasn't dependent on it for my vittles.

On the other hand, yesterday I sent an airmail letter to one of my overseas manufacturers containing detailed instructions for the manufacture of an item I hope will prove a good seller. The airmail postage on this letter came to \$5.50 . . . which is the opening pop-gun in a deal where I shall invest close to \$4,000 in merchandise and advertising before I know if it will pay off. No fortune, but a heavy risk into the black depths of Mail Order. Taking the time lag into effect, I'll have the answer about February or March of 1958.

Anybody else want to go into the High Profit, "Money Cascades out of the envelopes very day . . . Make a Million Fast . . . Low Investment Mail Order Game," as one of these touts who sells suckers a get rich quick in Mail Order Course is wont to promise.

Speaking of money: You will save many a happy dollar by sending \$10. to Klein & Co., 27 East 22nd Street, New York 10, N. Y. for their 1956 edition of *Guide to American Directories for Compiling Mailing Lists*. If you buy lists it is literally worth its weight in gold. Nuff said?

Looks like one of our publicity releases really hit paydirt. Four or five editors have written that they are using it, including a call from *Look Magazine* checking some facts in preparation to running a paragraph or two. When we send out a release to the usual crowd of shopping editors we always include the biggest national publications as a matter of course . . . even if they don't happen to have a New Products section. Every so many releases we hit one when they are about to do an article on a related subject. Then it is "all hands to the shipping table." One chap told me awhile back that he got a major break on his item in one of the top 4 or 5 magazines in the country. Before the smoke cleared away he got 4,800 orders at \$2 each.

On the other hand, I once cracked a dozen national columns for a

CLASSIFIED ADVERTISING

ADDRESSING PLATES

ELLIOTT STENCIL CUTTING
ADDRESSING - LIST MAINTENANCE
SUPPLIES

Box 31, Reporter, Garden City, N. Y.

SPEEDAUMAT—Three line embossing—\$35.00 per M. Also "B" and "E" embossing—write for prices. Advertisers Addressing System, 703 No. 16 St., Louis, Mo.

SPEEDAUMAT PLATES EMBOSSED

Base Price \$32.00 per 1000—Free Delivery
Price includes 3 New Speedamat
for each 1000 plates

Special lower prices on quantity orders,
Occupancy Lists and Repeat Copy

We Use Fully Automatic Graphotypes
QUICK SERVICE - ACCURATE WORK
LARGE CAPACITY

Attractive prices on quantity runs to the trade
EMBOSSO-PLATE CORP.

3118 Quentin Road Brooklyn 34, New York
DEWey 9-3186

ADVERTISING AGENCIES

For pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers, consult Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N.Y. LE 2-4751. Est. 1923.

SITUATION WANTED

CAPITAL AND EXPERIENCE TO INVEST — Vice-president with major advertising agency seeks to join a direct mail organization having own lettershop. Prefer Southwest or Virginia-North Carolina local. Box 36, The Reporter, Garden City, New York.

MY MAIL ORDER DAY, Continued

grand total of 16 orders. Of course if I had tried to buy the space I would have spent over \$3,000. So in a way, that release was a profit.

* * *

Speaking of the value of publicity . . . the new 1956 copy of Bacon's Publicity Checker (R. H. Bacon & Co., 343 South Dearborn Street,

FOR SALE

GRAPHOTYPE, model 6341, new in original case. All caps. Bargain. **HARRY J. ABRAMS**, 124 L St. N.E. Washington 2, D. C.

4 Graphotype machines for "B" plates. Model 6340.

EMBOSSO-PLATE CORP.

3118 Quentin Road Brooklyn 34, N. Y.
DEWey 9-3186

3400 Addressograph

1 used 3400 Addressograph Machine. Excellent condition. Priced to sell. Write or call Arlo D. Roberts Co., 644 E. Grand Ave., Des Moines, Iowa.

HELP WANTED

Advertising Manager

Can you take complete charge of ad department now creating and producing mailing pieces and trade ads? If so, you can have a real future with us.

Rapid growth in world-wide expansion has created this new executive position within our firm; opportunities unlimited; experience will determine salary. Write particulars to Reporter, Box 33, Garden City, N. Y.

Direct Mail

Administrative Assistant

Top mail order firm. Good chance advancement, to coordinate details, fulfillment, lettershop, shipping. Write The Reporter, Box 32, Garden City, N. Y.

LISTS

CANADA'S BEST MAILING LIST

260,000 live names on Elliott stencils
Call your list broker—**TODAY**
or Tobe's, St. Catharines, Ontario

HOUSE ORGANS

External House Organs increase your prestige and strengthen your good will. 200, \$8.00; 1,000, \$16.00. Luther Kohr Enterprises, Box 501, York, Penna.

MAILING LISTS

5517 Fishing Tackle Dealers—\$60.00; 3617 Lug. & Lthr. Gds. Retl.—\$39.95; 3013 Toy Stores—\$29.95; 4837 Stationers, Retl. Comm. —\$45.00. Sold in sections. Copy on labels, dupl. on sheets. Catalog. **NEW OUTLET SURVEYS**, 60 E. 42nd St., N.Y.C.

For rent 500M names—buyers of electronic, hi-fi and optical goods. Brokers protected. Write The Reporter, Box 33, Garden City, N. Y.

FREE MAILING LISTS

OVER 2 MILLION NAMES ON PLATES
GUARANTEED 100% ACCURATE
(Constantly Corrected)

Retailers-Wholesalers-Manufacturers
Banks-Churches-Institutions

• Choice of 350 Other Lists •

"We Charge **ONLY** for Addressing"
(Usually Completed within 3 Days).

Write for **FREE** Catalogue.
SPEED-ADDRESS KRAUS CO.

48-01 42nd St., Long Island City 4, N. Y.
STillwell 4-5922

REBUILT & GUARANTEED

Addressograph-Speedamat-Elliott Addressing Machines. Graphotypes-Cabinets-Trays-Plates-Frames. Mimeographs-Multiliths-Typing & Inserting Machines—"Hook-on" Tray Equipment. I Buy and Sell all Direct Mail Equipment.

James Eckstein

326 B'way, N. Y. 7, N. Y. HANover 2-6700

TYPE FOR OFFSET

Save with FOTO-FONTS. Unit cost per font only 20¢! Easy to set and align—sharpest reproduction. Free samples and details. A.A. Archbold, Publisher, Box 20740-K, Los Angeles 6, Calif.

Chicago 4, Illinois. Price \$15.00) has arrived. Just in the nick-of-time. My 1955 edition was so marked up with notations that I was pasting stickers along the edges with instructions to the lettershop on them. This book lists over 3,240 publications that accept publicity . . . classified into 99 market groups. I used to use cumbersome files till I learned about Bacon's. The other night I

tossed out most of my old files. So if you are in the mail order business listen to Old Jared and get a copy, cause you can be darn sure I'm won't borrow you mine.

* * *

Quickies: Neat idea by Abel Green, editor of Variety: He sends out a printed letter reading "Dear", then the full page "Thanks"; on the bottom "from Abel Green". ●

LETTERS WITH THAT FOLKSY TOUCH

Homey, human, down-to-earth letters "talk the readers' language, and SELL! One series 29 yrs. old. Write for circular on I. H.

"That Yellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

THE PERFECT LOW COST ADDRESSING SYSTEM
Ask for free catalog and the complete story
PENNY LABEL COMPANY
112 Murray Street • New York 1, N. Y.

Lettercraft
Letter written to selective rather than mass markets. **Offset repros and mailings.**
Luise Storz "THE LETTER LADY"
22 West Madison St., Chicago 2, Ill.

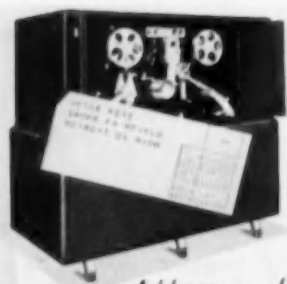
SHORT NOTES CONTINUED

(Continued from Page 13)

asking him what he was trying to do. One of the funniest words was "prouce" which upon examination could only mean "produced". If you are using automatically typed letters always be sure to have a good spot-checking system which should uncover any damaged parts on the master roll.



□ **A COLORFUL NEW FOLDER** from Addressograph-Multigraph Corp. is highly recommended . . . if you're interested in converting to electronic list maintenance, and high-speed list selection. Complete with sample master



Addressograph
ELECTRONIC FACSIMILE PRINTER

Writes at speeds up to 36,000 characters per hour. Transmits data from one office to another. Eliminates the need for a typewriter. No ink, no paper, no carbon. No noise. No mess. No delay. No error. No trouble. No cost. No waste. No fuss. No bother. No end.

record card and address strip tipped on, the folder explains how the Addressograph Electronic Printer scans typewritten cards and produces 4-line labels at speeds of 36,000 per hour. Also briefs the operation of the Addressograph Transfer Printer, which automatically feeds a wide range of envelopes, folders, broadsides, etc., producing direct imprint addressing. You can get the folder by writing to A. A. F. Wike, electronics sales manager, at 12200 Babbitt Rd., Cleveland 17, Ohio.



□ **IF YOU WANT TO SEE** some fine printing reproduction of wood textures, write to The Wickersham Press, Inc., Star & Borden Aves., Long Island City 1, N. Y. Ask them to send you their sample portfolio titled **A Wickersham Presentation**. Contains a beautiful full color booklet they produced for U.S.

Plywood Corp. . . . showing magnificent reproductions of weldwood paneling. Top drawer stuff.



□ **AGENCY SERVICE NEWSLETTER** is a new 8-page publication which should be a "must" reading for insurance people. The newsletter is published by the Insurance Advertising Conference, made up of advertising executives from major fires and casualty insurance companies selling through local agencies and brokers. It reviews thirty-four local advertising and public relations campaigns now being conducted cooperatively by groups of insurance agencies. Also lists material and ideas available from insurance companies, insurance associations and independent public relations firms. Presidents, secretaries and public relations chairmen of state and local associations of insurance agents can get it free by writing Mrs. M. C. Ellson, secretary, Insurance Advertising Conference, 14003 Barcalow St., Somerton, Philadelphia 16, Pa. Others can receive the newsletter for 20¢ per copy.



□ **CHILDREN GOT A TREAT . . .** from the West Coast Lumberman's Assn., 1410 S. W. Morrison St., Portland 5, Ore. The association produced a complete story book titled **The Happy Little Handsaw . . .** designed to introduce children in primary grades to the West Coast lumber industry. It's an excellent public relations builder, with only mention of the association in a copy-right notice. A professionally written story by WCLA advertising-promotion manager Robert E. Mahaffay, exciting pictures by Milli Eaton, and a quality full-color lithography job by Abbott, Kerns & Bell Co. makes **The Happy Little Handsaw** just as good as a lot of commercial children's books on the market. Although quantity distribution is limited to schools in Washington, Oregon and California, you can get a single copy if you write to the association at the above address.



□ **SPECTRACHROME AND SPECTRA-PAK** are two new printing processes invented by W. M. Brown & Son, Inc., color printers at 706-706 S. Belvidere St., Richmond 5, Va. After a four-year period of testing, Brown & Son has

expanded their plant by 25,000 square feet to accommodate equipment for the new color printing methods. A Progress Report recently issued by the company explains that Spectrachrome is the process of "combining concentrated inks of varied nature and selective color with certain finishes, coatings and/or textures for obtaining maximum brilliance, lustre and tone in color reproduction." It also says that materials can be specially treated to produce an exceptional high gloss with the Spectrapak process. Write to Brown & Son at the above address for a copy of the Report and samples of the new processes.



□ **MILLER PRINTING MACHINERY CO.** has packaged a portfolio of various mailing pieces they've used . . . to



promote features of their M.A.N. Poly-Automat Letterpress. Mailings ranged from simple sheets to tricky die-cut folders . . . each printed by a different printer in a different part of the country. The Poly portfolio is a class presentation . . . you should have for your idea file. Write to Miller at 1101-1131 Reedsdale St., Pittsburgh 33, Pa.



□ **ANOTHER GOOD INDEX** showing the tremendous rapid growth of mail was the Year-End Report issued by the Air Transport Assn., 1107 16th St., N.W., Washington 6, D. C. . . . reporting on air delivery during 1955. Air mail, including regular air mail, first-class carried by air on an experimental basis, and parcel post has shown consistent growth in the past year. Mail ton miles recorded by the domestic scheduled airlines went up from 118,293,000 in 1954 to 141,890,000 in 1955 . . . an increase of almost 20%.

POLYCHROME

dull coated book



DULLCHROME

coated book
tinted one side

Paper. The people are distinctive. Polychrome's "personality" is seen and readily recognized in its many rich colors and its fine-textured covering qualities. And its ability to take color screen halftones and offset reproductions. You'll see rich, mellow Polychrome and the pleasant atmosphere it creates for your sales message.

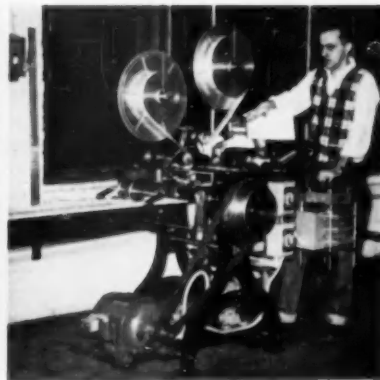
Dullchrome brings the same rich, mellow mood to cover in halftones and white screen halftones. Dullchrome Paper. First of American Trends. The finest, versatile paper for durable multicolor offset reproduction and white print. Made for long service and effect. Its color-matching combination also makes it an ideal vehicle for unusual end-fold and die-cut mailings.



the APPLTON COATED PAPER CO.
1230 N. MEAD STREET - APPLETON, WISCONSIN

A New Mailing Service to Expedite Your OCCUPANT MAILING CAMPAIGNS

IT'S FASTER! IT'S ACCURATE! IT COSTS LESS!



"The fastest addressing equipment on Earth" now enables us to give you more accurate and less cost production on all forms of direct mail, tabloids, circulars, catalogs, self-mailers.

Our newly installed high-speed machinery is ideal for mass occupant addressing as well as your customer, prospect or sales lists. Our service can include the handling of regularly scheduled mailings . . . maintenance of your lists . . . keeping it clean, up-to-date, and **READY FOR USE** at all times.

This is your opportunity to profit from equipment designed to reduce your mailing cost, at the same time, increase your efficiency. We

invite you to visit our new plant where 40,000 sq. ft. is devoted entirely to modern, up-to-date mailing services. Write or call for further information.

Our Occupant Lists, engineered for Chain Store and regional mailers, cover seven (7) states plus spot coverage of many sections of the United States. These lists are now being converted from our other addressing systems to Pollard Alling.



W. A. STORING CO.

The OCCUPANT MAILER of Ohio

239 N. 4th St.

Columbus 15, Ohio

CApital 8-5741

OCCUPANT ADDRESSING • CITY, COUNTY, STATE COVERAGE • MECHANICAL ENVELOPE STUFFING • PREMIUM MAILING

Affiliated with "Occupant Mailing List of America, Inc."